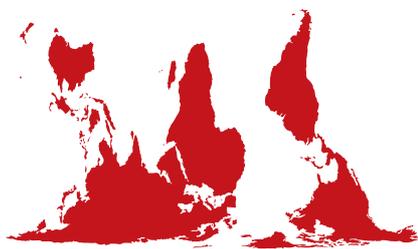


abstracts

Media and Global Divides

IAMCR WORLD CONGRESS
STOCKHOLM 20 - 25 JULY 2008





abstracts

JMK and Stockholm university - A presentation of your hosts

Stockholm University is the region's centre for higher education and research in the humanities, law, natural sciences and social sciences. With its over 50 000 students, 1 800 doctoral students and 5 200 employees, Stockholm University is one of the largest universities in Sweden and one of the largest employers in the capital. Within the campus you will find approximately eighty departments and centres, the University Library, bookshops, restaurants, student premises, a travel bureau, a recreational sports and fitness centre and much more. The campus stretches across a naturally and culturally inspiring landscape – in and around the National City Park.

Even if most of the teaching and research activity takes place at the main campus, a number of departments are based at locations outside of the University's central campus. Among them you find the Department of Journalism, Media and Communication (JMK) located in the Eastern part of Stockholm City (Östermalm).

JMK has a long tradition in recruiting researchers, lecturers and PhD students from both the humanities and the social sciences. The multidisciplinary environment that has evolved from this philosophy has allowed the institution to form a wide international network and participate in national and international collaborations.

The institution has increasingly aimed at

research within the area of media change and social transformation, which has produced a large number of written works published in several languages. Historical media development in the long term, issues of technology, genre and global consequences have come into focus. Research areas at JMK: media history, the roles of the media in political history, media in the public and private spheres, feminist media studies, globalization and comparative media studies, media development, media and social problem, political journalism, television studies and visual culture.

Over the past two decades the department has hosted a guest professorship for outstanding international scholars, made possible through a donation from the Swedish media company Bonnier. The active involvement of these scholars in the research programmes and in doctoral students' work has been invaluable for the internationalization of JMK.

The department is one of the biggest departments within the Faculty of Humanities and provides courses and programmes at undergraduate, master and postgraduate levels in Journalism, Journalism Studies and Media and Communication Studies including a two-year International Master programme in Media and Communication studies.

Foreword

This volume covers the abstracts of all the papers that have been accepted by the sections and working groups to be presented at the IAMCR Congress in Stockholm 20-25 July 2008.

The chapters of the volume are based on sections, working groups and other main units of events. Through the list of contents you may find the sections you are interested in. Themes, panels and topics within each section or working group follow in chronological order, according to the congress schedule. Poster sessions within some sections, are to be found at the end of the section chapter respectively.

At the end of the volume you will find a list of the registered participants at the Congress – in alphabetic order – including their e-mail addresses.

The Organizing Committee

Ester Pollack, chair

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Audience section

1

THEORISING AUDIENCE EVOLUTION

Toward a Model of Audience Evolution: New Technologies and the Transformation of Media Audiences

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THIS PAPER PROPOSES and develops a model of audience evolution. The concept of audience evolution in this case refers to the notion that the dominant framework employed by media industry stakeholders (content producers, distributors, advertisers, media buyers, etc.) to conceptualize the audience evolves in response to environmental changes. These environmental changes primarily involve technological changes that simultaneously transform the dynamics of media consumption as well as the dynamics of gathering information on various dimensions of audience behavior. These technological changes also interact with one another, in that the technological changes that affect the dynamics of media consumption also simultaneously provide new means of gathering information on previously unmeasurable aspects of audience behavior. At the same time, these new audience information systems facilitate the customization and personalization of content selection in ways that transform the dynamics of media consumption. These technological changes, and their economic and strategic implications, are then filtered through a process of stakeholder resistance and negotiation, out of which new institutionalized conceptualizations of the media audience emerge.

This paper asserts a causal relationship between the decline of traditional exposure metrics and the emergence of alternative conceptualizations of audience behavior. That is, the extent to which the fragmentation of the media environment is undermining the long-institutionalized exposure-focused conceptualization of the audience is creating an environment of exploration of - and receptivity toward - alternative conceptualizations of the audience that are derived from dimensions of audience behavior that are better capturable in today's increasingly fragmented, increasingly interactive media environment. This pattern suggests that what is referred to in this paper as the institutionalized audience is a malleable construct, something that evolves in response to environmental conditions in order to facilitate the continued functioning of the audience marketplace. And it is important to emphasize that this evolution is taking place - within the context of this analysis - purely in terms of the social construction of the audience by media industry stakeholders.

In addressing these issues, this paper draws upon textual analysis of media industry trade publications, promotional materials, and white papers; interviews with media industry stakeholders; as well as upon participant-observation data gathered during attendance at a wide range of media and advertising industry meetings and seminars.

Audience values and media use in Germany, 1986-2005: An explorative analysis

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WHILE VALUES AND value change are central concepts in political and social science, media research has contributed only incidentally to this field of study. Content analyses have revealed that values are commonly represented in the media (Selnow, 1990).

In how far the use of media that contain certain values is related to individual value orientations of the audience is, however, still an open question (Rosengren & Reimer, 1990).

Our first assumption is that people have a desire to be confirmed in their already existing values. Secondly, we presuppose that an audience uses the media to fulfil certain needs. The better a specific media content seems to conform to certain values the more this content should be used by people who share these values. Of course, once the media system diversifies, people's media selection should be more and more in accordance with their individual value orientations.

This study is the first long-term study of value change and media use. It investigates historical changes in media use and its relationships to audience members' values in Germany between 1986 and 2005, the period of the greatest expansion of the electronic media offer in Germany. H1: The more extensive the media offer becomes, the more its use is determined by the individual values of the audience members.

RQ1: The use of which media in particular is linked to which values? And how does this change over time?

Content analyses have revealed differences between values represented on commercial channels versus public-service broadcasting (Krüger, 1988). Therefore we expect differences between users of these channels with regard to their value orientations.

Thirteen waves of large annual surveys of Noelle-Neumann's Institut fuer Demoskopie, representative for the German population, have been analysed. They include value items that can be combined into two value dimensions: a social and a materialist orientation. Controlling for demographics, we study partial correlations between these value dimensions and media use, especially television, newspaper and news magazine use. Our hypothesis expects an ever stronger relationship between values of the audience and media use, parallel to a greater (and more diverse) media offer. Channels indeed tend to be selected according to what values one prefers, but this is not a major criterion for that selection. Still, the more socially oriented in the population quite plausibly prefer liberal print-media and public-service television; and a materialist orientation leads to using more conservative print media and commercial TV stations. The evidence for a strengthening of these relationships over time, however, is not impressive.

So, conservative and liberal media indeed seem to cater to different value systems. But in our analysis support is scarce for an increasing relevance of values for the choice of media outlets, once the media offer expands. We thus assume that it is not the preference for certain channels that goes along individual values, but that in a more refined way what contents people use within different media channels should be examined. This will be a next step of our analysis.

Television audiences: A review and methodological critique of empirical research on the reception and consumption of television in Latin America: 1992-2007

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THIS PAPER REPORTS the findings of a review and methodological critique of 51 Latin American empirical studies on television reception published between 1992 and 2007 in the most important journals in the region. The analysis compares the studies according to their theoretical approach, their research technique used, their sample size, the type of audience members studied, the type of television content researched and the scholars mentioned the most in their references. Findings show that cultural

studies is by far the most popular theoretical approach, that television and daily life and the importance of mediations as the family are the topics covered the most in the studies, and that many studies still lack a solid methodological base. Morley, Orozco, Martin Barbero, Garcia Canclini and Lull are the scholars mentioned the most in the reference section. The paper ends with a diagnosis of the strengths and weaknesses of current Latin American empirical research on television audiences and points out the need for more methodological rigour and more emphasis on the analysis of ideological readings and impact.

Contemporary communications technologies in today's "post-modern geography" and "no sense of place"

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THE FUNDAMENTAL QUESTION posed here is as to what is the role of communication technologies in erasing the concept of place in postmodern life. How we are perceiving place in a 'networked' world. In an attempt to answer these questions I have analysed the statement by Meyrowitz and argued that of course I agree with Meyrowitz that there is no sense of place but in my opinion 'no-place' is not all pervasive; it is a relational phenomenon. The sense of 'no place' only occurs when we are connected to 'virtuality' otherwise we are very much confined in our own physical places. Communication technologies nowadays are part and parcel of human life. These technologies which I would like to call 'media munitions' produce, reflect, reproduce, and reshape our social, political, and cultural spaces in this world. In his book 'No Sense of Place', Meyrowitz (1985) combines the concepts of Erving Goffman (1983) and Marshal McLuhan (1964) with regard to analysing the impact of modern electronic communications systems media on social behaviours, attitudes, social experiences, and identities. His argument is that in pre-industrial time human beings were 'locked' in physical borders and territories, but in the post modern era, on the other hand, the social life has come out of the bounds of place. We are living in a mediated age - the age of television, satellite, and internet. In this essay I would examine the ways in which contemporary communication technologies have transformed (and are further transforming) and reshaped the concept of place and space. To give it a perspective whatever I want to say, I would like to start with the brief review of our traditional concepts attached to the notion of place and location which at the end is about one's identity (Steve, 1993). 'Where are you from?' is a question which so far is valid in determining the identity. To me there is an inherent linkage between sense of place, location, and identity. I would also explore this linkage in this essay. I, then, would continue with explaining some of the differences or paradigm shifts the new communication technologies have brought to the human life and how we correlate it with the issues of physical place and virtuality. I would like to take the internet as a focus of my study. I have explained in the essay that how internet has transformed the whole notion of space and place. I have also analysed that how the notion of 'no sense of place' by Meyrowitz (1985) has brought changes to the human life in wake of technological advancement in communications and where we are heading towards.

Border-crossing and Media Consumption – Theory and Empirical Exploration

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MEDIA ETHNOGRAPHY HAS been used to explore the cultural experiences of the displaced people, such as diasporians and immigrants (e.g. Gillespie 1995; Schein 2002; Naficy 1993), but less so the case of international students. The paper is based on a current PhD project investigating the cultural experiences of Chinese (Beijing) international students who are studying in Australia (Sydney), and their cultural integration into Australian mainstream. The research investigates Chinese students' media consumption, in order to explore the particular cultural life they lead when they are studying in Australia, as well as how their bordercrossing activities as international students may change the cultural values they hold and their cultural identity.

Appadurai's (1990; 1996) globalisation model is employed as the main theory back-up, for it provides a connection between transnational ethno-movement in 'ethnoscapes' and 'image flows' in 'mediascapes'. Imported or downloaded 'home media', Australian local media, as well internet-based contents provide Chinese students with a 'metaphoric reality' (Appadurai 1990; 1996), in which 'foreign cultures' can be perceived, while the meanings of being Chinese is negotiated. Media elements, such as images and plots, as well as the use of media are encoded with new meanings in these international students' lives when they gain overseas experiences. Such shifts of meanings in the 'mediascapes' reflect the changes of these Chinese students in terms of the cultural life they lead, the cultural values they hold, as well as their cultural identity.

The research also includes cases study of Chinese students' interpretations of two Australian soap operas - Neighbours, which focuses on the representation of Anglo-Australian lives, is used to explore to what extent these students understand Australian mainstream cultures and how they make sense of Australia through the programme; while Kick, which is based in Melbourne, but involves characters from a variety of cultural backgrounds, is used to investigate these students' views of Australian multicultural reality, or at least, how they perceive multicultural issues when they physically stay in Australia as international students. The theoretical framework and example data of the fieldwork are the focus of the discussion.

METHODS IN AUDIENCE RESEARCH

Qualitative Audience Research: Reflections on Contemporary Practice

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WRITING IN 2002, Jensen (2002, p.207) noted that the qualitative research methods used in media research include interviewing, observation and discourse analysis, where the nature of the research data sought determines which methods are used. For research where the data to be recorded takes the form of speech or verbal language, interviewing would be used; where it takes the form of actions or behaviours, observation would be used; and where the research data takes the form of texts or documents,

then discourse analysis would be chosen.

The choice of a method to accomplish an audience research has been complicated in recent times by an explosion in the nature and diversity of recording devices available to researchers. Interviewing now involves not only note-taking but, almost routinely, audio and video-recording. Even before records of research have been transcribed or edited, they now take the form of texts and documents. Observation, once undertaken as a long-term commitment to a group or subculture, has become less common or else been replaced by short term interventions (the focus group) or by immersive strategies where the researcher is no longer an observer but a committed activist and group member. Discourse analysis as practised in the recent past has been digitized by an expanding array of research software that purports to standardise and depersonalise the analysis of documents, texts and research transcriptions. While the conduct of an interview, the convening of a focus group and the collection of texts and documents remain the initial interventions in qualitative research design, the quality of the research relies increasingly on the researcher's skills of analysis.

This chapter will explain why more attention needs to be paid to the development of analytical skills in media audience research. It looks back to the earlier aspirations of symbolic interactionism, participant observation, discourse analysis and the encoding/decoding approach to reconsider the ideals that inform qualitative audience research. It examines the challenges new technologies pose for these ideals with a view to identifying the types of analysis now required of the audience researcher who wishes to undertake an empirical investigation, especially one designed to address user-generated content, blog participation and other production-like activities of the cyber culture generations.

Searching audiences – Search engines, meta-communication, and new media audiences

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THE CHALLENGES THAT new, digital media pose to audience research have frequently been posed in terms of interactivity (Kiousis, 2002). At least since the 1980s, audiences have been recognized as active interpreters of media content and, thus, as participants in social and cultural processes of communication (Lull, 1980; Morley, 1980). With the emergence of interactive media, the nature of audience activity is, once again, in question - interpretive activity, for example on the internet, mostly involves navigational and performative interactivity, as well. This paper seeks to specify the frequently fuzzy notion of interactivity with concrete reference to the familiar case of search engines. It does so by examining the implications of interactive searching with reference to two classic concepts of communication theory: meta-information and meta-communication. A theoretical explication of meta-information and meta-communication bears directly on empirical research questions of what audiences do with new media in practice.

One technological condition enabling audiences to interact both with the media content on offer and with each other is the abundance of meta-data, or meta-information - information on what kinds of information are available and who is accessible for communication, specifically within networked media. One social implication of networked and interactive media forms is that meta-communication - communication about the context and purpose of whatever is being communicated - becomes more central to the organization of the communicative process as a whole. Both the PageRank algorithm of the Google search engine and the folksonomic tags that visitors attach to websites generate meta-infor-

mation that enters into subsequent communications and meta-communications.

Having laid out the general issue of audience activity in terms of the current media environment, the paper elaborates on two key contributions to the understanding of meta-information and meta-communication. First, Gregory Bateson (1972) pioneered the concept of meta-communication with reference to how individuals define and negotiate their psychological rapport, with implications for communication breakdowns and psychiatric conditions. Second, building on Bateson, Erving Goffman's (1974) frame analysis helped to conceptualize the ways in which people continually establish the microsocial contexts of their interaction through communication, making and breaking frames within which they come to understand both themselves and others. This middle section of the paper, further, exemplifies how various uses of search engines serve to produce and maintain frames and contexts of social interaction.

The final section of the paper outlines some additional implications of the theoretical analysis for empirical studies of new media audiences. The range and variety of digital and interactive media increasingly challenge research to specify the technologically mediated and socially situated practices in which audiences access information and engage in communication. In both policy and commercial settings, the concepts of meta-information and meta-communication help to specify questions in this regard for future research.

Interviewing as Dialectical Practice: Sense-Making Methodology as Exemplar

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THIS PAPER FOCUSES on the problematics of interviewing. Traditionally audience studies have been victim of long-standing, and still too present, divides. Qualitative studies rest on more open-ended and deliberately spontaneous interviewing engagements. Quantitative studies rest on instrumental close-ended designs using variable analytic operationalizations. Qualitative approaches are informed by a variety of critical, interpretive, and/or phenomenological assumptions; quantitative by psychological theories of perception, retention, and recall.

Perhaps the most telling difference between these traditional divisions has been how they have positioned methodology in their research operations. The qualitatively focused adduce methodology into philosophic assumptions ontologizing phenomena of interest. In contrast, quantitative approaches prescribe formalized interviewing engagements as controls for assumed errors, reducing interviewing to mere method and ontological assumptions to statistical artifacts.

Given this portrait it is not surprising it is difficult to find fully developed interviewing methodologies. What is meant by methodological here is that the methods of interviewing are guided by explicit metatheoretic assumptions that pertain to interviewing practices.

The intent of this paper is to use Dervin's Sense-Making Methodology as a platform for examining what it might mean to conduct audience research interviewing methodologically. In development since 1972 and used by researchers in multiple contexts and countries, Sense-Making is well-known primarily in library and information science where it has been said to have changed the focus to genuinely user-oriented approaches. The methodology has also been used to study users and non-users by a host of names (e.g. audiences, citizens, patients) in studies of media audiences, reception, health communication, development communication, telecommunication policy, and human computer interaction, among others.

Despite differences across these applications, the common

core has been the use of what has now become a complex theory of the interview. Its central tenets are systematically extracted from premises informed by the writings of a dozen European, and North and South American philosophers espousing theories often seen as competing: chaos, complexity, deconstruction, cultural studies, pragmatism, phenomenology, critical. As a methodology, the approach is intentionally multi-dialectical and “between the cracks.” Interviewing is mandated to position informants as simultaneously centered and decentered; knowledgeable theorists and muddlers-through-the-unknown; anchored in the material and soaring across time-space; stuck in habits and moving through accidents and flexibilities; articulating the tactic and stuck in shallow normative surfaces; swimming through silences and resistances and mouthing hegemonic repetitions. Interviewing outcomes are designed to be amenable both to deeply qualitative and quantitative analyses.

The purpose of this paper will be to explain how Sense-Making Methodology has drawn the aims above from a coherent metatheory of interviewing and then implements the theory in interviewing practice. The paper will draw on exemplar audience studies for illustration. The larger purpose will be to provide a platform for focusing on the problematic interrelationships between metatheory and method.

NEW MEDIA/OLD DIVIDES

The Elite-Mass Divide in Blogosphere

MICHAEL KEREN
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MICHAEL KEREN'S PAPER deals with the well-known divide between elites and masses in society, surveys some of the warnings expressed in modern political thought on the dominance of elites (e.g., C. Wright Mills's *The Power Elite*) or of the masses (e.g., José Ortega y Gasset's, *The Revolt of the Masses*) in social, economic and political life, discusses the promise by champions and researchers of the new medium of blogs to encourage civil discourse that would be free of both steering by elites and of mass behavior, and demonstrates the occurrence of both in instances of political discourse conducted in the blogosphere.

Whose Line Is It Anyway? Journalists versus “Forumists” in Bulgarian Online News Sites

MARIA BAKARDJIEVA
UNIVERSITY OF CALGARY, CANADA

MARIA BAKARDJIEVA'S PAPER on Bulgarian online discussion forums documents the tension between professional journalistic discourses and the discourses emerging out of lay contributions to online forums on the issue of Bulgaria's accession into the European Union. It applies several available models: of journalistic objectivity, agenda setting, the public sphere and the carnival to analyze the dynamic of the professional-lay divide and to evaluate the significance of both streams of discourse to the public conceptualization of Bulgaria's place with respect to the multiple dividing lines running through the European Union.

The Official-Unofficial Divide: Images of the Occupation of Iraq on YouTube

CHRISTIAN CHRISTENSEN
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CHRISTIAN CHRISTENSEN'S PAPER addresses two views of the war in Iraq and Afghanistan as uploaded to the YouTube video-sharing system: those posted to the official channel run by the US State Department (called MNF-IRAQ), and those posted, unofficially, to disparate channels throughout the YouTube system. The presence of dissonant material on video-sharing sites such as YouTube should lead us to consider the simultaneously dual nature of the site as a location containing both mainstream, hegemonic material, and alternative, (potentially) counter-hegemonic clips: in short, as a site that bridges, in often disturbing ways, the divide between official and unofficial views of war.

No “Kid stuff”, The Double Adult – Adolescent, Male – Female Divides in Blogistan: Generational/Gender Differences in Israel

ATARA FRENKEL-FARAN
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ATARA FRENKEL-FARAN'S PAPER addresses the significant growth in the number of adolescent girls who blog worldwide whether in the United States, Iran, or Israel. The relatively newcomers to blogistan represent a major change in the 'old' profile of the American blogger as a white, web-veteran, educated, young male (Pew Internet & American Life Project, 2005). This is a change that is too often overlooked by academic research, media coverage and policy attention which tend to focus on the news-report genre of male A-bloggers.

While researchers praise the democratic potential of blogs as alternative media within the larger Habermasian frame of the Internet as a new public sphere, children and young adults in fact show decreasing interest in the news and in politics in general. At the same time, adolescents are spending increasing amounts of time online. At an age when they cannot express their opinions by ballot, their online-diaries offer a new place to voice their views and calls for action.

Israel with its highly centralized, institutionalized, and cross-owned media, where the majority of the blogs are personal journals of adolescent girls, make for an interesting case study to better understand generational and gender divides that must be overcome in order to interest and involve the future generation in the political sphere.

A Mixed Blessing – Blogosphere, Freedom of Expression and Human Rights

ANDREJ _KOLKAY
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ANDREJ _KOLKAY'S PAPER presents Slovak and Czech case studies of blogging which look at the legal and ethical challenges brought about by the explosion in this medium of styles of expression that so far have been considered “other, exotic, unruly, irrational, uncivilized, regional, or paradoxically unnatural” (as per S. Smith's quote above). Is this deviation from a discursive regime based on traditional liberal values, which emerged in the Enlightenment, to one based on a new subjectivity, really progress? Is it sustainable and at what cost? What does it say about the freedom

of the blogosphere? Is “free, non-exclusionary discourse” all that we expected it to be?

AUDIENCE AND PARTICIPATORY CULTURES

Mob or Citizen? The Rise of Networked Users and its impact on China Society

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“NETWORKED USERS” is a notion coined by the researcher (The first time the notion was introduced in a paper which based on an earlier research presented at the 50th annual conference of IAM-CR in Paris, 2007), describing a group of audience nowadays and they present the tendency of the audience in the future. The most important features of networked users include the generated inter-personal network and their production behavior.

In 2007, there are dozens of vivid cases which illustrated how the practice of networked users facilitated the construction of civil society and the democratization process in China. It is absolutely important for a society transforming from authoritarian to open. On the other hand, some critical opinions on the practice of networked users are raised, which are mainly about their shortage of rationality and potency of destruction, about their breaking some traditional values or moral rules. Are they the disordered mob or responsible citizen?

How could we understand and evaluate the practice of networked users? What’s the different communication model we can get from various famous/notorious public issues in which networked users deeply involved? The most essential, what’s the impact of the serious issues on China society? Further more, what’s the value of Chinese experience to other societies?

The economic incentives to embrace the Internet and other ICTs are compelling: China’s information sector, along with its economy, is booming; further, it is home to a technologically savvy workforce. On the other hand, China has its own political tradition that differs from those countries in the democratic West. What will happen when Internet and other new media, originally designed to facilitate the decentralized flow of information, the connection with social network and the participation of users, are emerging in China, where the “party-state” wishes to maintain a strictly orderly vertical configuration of power?

Usually more academic attentions to political or economy power were paid during the understanding on new media operation and their impact on society, less concern about the response and action of media audience/users. It must not be ignored that users are becoming a power which can interaction and negotiation with political or capital elites. This is not only their game any more.

The cases chosen by the research include “Xiamen PX”, a citizen environment protection movement; “South China tiger event”, a debate between a local government department and the netizen; “3377”, an event of internet hunting and moral trial on individual’s life; event of “the system”, resistance from blogosphere on business manipulation of media; and so on. They will provide a window into how the tension between social engagement, economic development and political authority is faring, into what kind of battlefield of control and resistance it is.

The researcher tries to explore with facts and details of related cases, analyzing empirical materials from three sources: field observing, interview and text analyzing. The texts will be collected from online forums, blogosphere, news websites, traditional media (newspapers, television), etc. The researcher also participated in some events as an ordinary individual of networked users, observing and recording relevant information during the

process, trying to experience the emotion, identity and power of the average users. Interview with some users will be necessary and helpful.

Producers’ on participatory websites: Ordinary young people and the politics of banality

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THE IDENTITY OF ordinary people has often been celebrated within media and cultural studies as an (at least potentially) site of empowerment and resistance. Ordinary people are seen as tactically positioned against an alliance of power-blocs (cfr. Hall, 1981), consisting of celebrities, experts, politicians, and media professionals. Especially within popular (media) culture, this antagonistic positioning is seemingly beneficial for ordinary people, as a diversity of audiences bear witness of their attempts to squat mainstream public spaces, and to revert dominant orders. These participatory processes are often seen as integrated parts of the deepening of our democracies by increasing the access and participation of ordinary people into the realm of semiotic democracies.

At the same time, these antagonistic positionings also reduce the capacity of ordinary people to act in a participatory and democratic way. Within these mainstream programs ordinary people have to face an unequal distribution of power in their relations to media professionals, they find their authentic and spontaneous identity constructions combined with being articulated as unknowledgeable, unorganised and apolitical, and the relevance of their interventions is permanently being questioned, and reduced to irrelevant and banal chatter.

The advent of web 2.0 has given the discourses of participation and the identities of active publics a new boost. In the more optimistic narrations of the internet, the participatory gap (between the rhetorical aspirations of these participatory discourses and the intensity of their materialisations) has been closed almost completely. Participation is now everywhere and almost completely total, and what Couldry (2008) terms the problem of voice has been resolved. More critical analyses (like Couldry’s) claim that new technologies do not necessarily increase the intensity of participatory processes, and that many of the problems in more traditional forms of mediated participation have been replicated, and have even worsened. Among many other problems, the problem of citizens having themselves and their voices reduced to the banal and to the realm of harmless chatter, persists.

This paper/chapter aims to critically re-examine the processes of participation by looking at the production and reception of a series of clips on one of the participatory websites (16plus.be) of the North Belgian public broadcaster VRT. These clips were produced by youngsters, with an explicit focus on the banal everyday. This paper/chapter will raise questions on the conditions of possibility of these young “producers” (Bruns 2005) to reclaim the (mainstream) media through their online participation, and to deal with the political-democratic.

The internet's role transforming the relationship between media producers and consumers: The collecting and co-opting of audience activity.

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IT SHALL BE argued in this paper that the incorporation of the internet in post-industrialized countries has resulted in increased recognition and co-optation of the audience as active consumers of media products, conceptualizing media users not only as "audience-as-commodity" but also as "audience-as-pusher" when it serves the financial purposes of the media producers. Our traditional conceptualization of the relationship between media producers and consumers has been a linear transmission model, where the capitalistic media industry manipulates media products to foster consumption habits in a potential audience. However, as interactivity is foundational to the internet, reliance on it for mediating this relationship compels a change to a more dialogic relationship, where the consumer becomes producer through fan activities and the producer becomes consumer through recognition of those activities (Cover, 2006). To an extent, an interactive relationship has been fundamental to the traditional relationship, as consumer behavior influences a media product's success. However, the internet allows for more immediate dialogue regarding the creative and marketing processes. Whereas previously the consumer voiced their support or opposition through their consumerism, some producers now seek the audience's feedback during the production and marketing of the media product (Cover, 2006; Shefrin, 2004). Such feedback has always occurred within the audience as learned about the media product — the internet provides the space for the feedback to circulate more freely and in response to "spoilers" of the product. Feedback, as an audience activity, produces enthusiastic energy and cultural capital that may either propel or derail a media product. Media producers are increasingly using the internet to capture this energy and co-opt it to their own purposes (Cover, 2006; Deuze, 2007; Siapera, 2004). This paper will discuss case studies to highlight the methods in which media producers co-opt the activity of the audience to further their revenue-seeking goals. The paper will discuss three main methods challenging the traditional understanding of the relationship between media producers and consumers. First, interactive viral marketing that requires a potential audience to piece together a puzzle to glimpse the final media product. Second, expanded media experiences that provide the fan the opportunity to further engage with their favorite canon in an effort to maintain their loyalty across hiatuses. Third, the direct co-optation to the producer's website of fan activities that began on fan-produced websites. All three examples present academics with challenges and opportunities for theorizing and studying the relationship between media producer and consumer.

Italian non-mainstream media audiences

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THE PAPER DISCUSSES the findings of a qualitative study investigating the audiences (with in-depth interviews and group discussion) of an heterogeneous mix of different Italian newspaper and magazines (both online and offline) which has been referred to as civic media, community media, alternative media, or, more generally, non-mainstream media. The redundancy typical of the mediasphere and its digitization have led a significant change in the relation between the individual and information which tends to include an increasing part of activity. This experience of commu-

nication becoming action, and, even, of communication strongly demanding action is the paradigmatic experience shared by western audiences. Our lives and actions are increasingly contextualised in a communication and media scape and if on the one hand media urge action, on the other media need to be our means of agency. The internet amplify what is noted in relation to the traditional media sphere. Media practices founded on the production/consumption circle — typical of the non-mainstream area itself — find an easier citizenship in the internet. Therefore non-mainstream media find their environment of choice on the Net, furthermore, insofar as "computer networks are social networks" the internet does not overlap social space, but, rather, interlace with it so as to transform it. We are, then, facing a sort of "digital social" which involves the cognitive dimension and the very social action, by providing it with new patterns and practices. In this digital social, communication is itself action: insofar as symbolic exchange needs no practical translation as it is praxis itself, communication is able to generate transformative effects. Evidences of these changes can be traced in the non-mainstream media galaxy. Here lies the choice of focusing our investigation on the audiences of these media products (both in digital and paper version), which make this research original and innovative at both a national and international level, as far as other studies have focused mainly on production/offer leaving almost unexplored a substantial part of media processes, that is audiences.

Dragging Audiences into the Political Sphere: The Case of Italy

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THIS PAPER DRAWS on the history of Italian television to construct a theory of audience n habit. It argues against theories of emancipation through pleasure and for the construction of audience habits as the motor of success of Italian private broadcasting leading to a monopoly situation. It argues that Berlusconi's success was not due to controlling networks but to a deliberate policy of attempting to break and shape media habits. These policies were often developed by former situationists who had become television programmers. It is argued this was the cornerstone of his success in establishing media power.

Thes habits were then applied to other domains of social life such as electoral politics. Audiences are organized by genre habits were "dragged" into the political domain. Just as counter-programming had involved processes of dragging audiences from oen channel to another or from one medium to another, now audiences were dragged from television into the political domain. Hence political allegiances were constructed out of audience fidelity to televisual brands. The paper takes a socio-semiotic approach dealing with Bourdieu's field theory and habitus as well as textual theories of genre in its attempt to study the relationship between television audience and political publics. It argues that television audiences produced through counter programming practices are now mobilized politically to develop new electoral habits. The paper takes another example from the political engagement of Oprah Winfrey and the attempt to drag an audience with a habitus formed on self help and personal change into the political sphere to support Barack Obama. It is argues that this process of habit formation is linked to the "sacralisation" of media space and the shifts in identity produced in this process.

AUDIENCE, HISTORY AND MEMORY

Looking backwards and outwards: making sense of the landscape of popular mediated history

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IN RECENT DECADES the growing popularity of mediated accounts of the past has manifested itself in an increasing amount of vividly illustrated magazines, websites, books, movies and non-fiction television entertainment. This paper aims at tentatively discuss audience engagements with this landscape of popular mediated history. The discussions are based on the findings from an open ended questionnaire sent out to readers of one of the most widely distributed magazines about history in the Swedish context. All in all around 30 readers responded to a call in the magazine, agreed to fill in the questionnaire and reply to following up questions.

The approach pursued in this paper follows in the footsteps of recent suggestions for audience research which direct the attention to the ways that media use and textual interpretation become entangled by self-directed people within plural audiences who engage more with content across media technologies, than they direct themselves to specific media forms or channels (Livingstone 2004). But while a number of recent works have focused on the interactive relationships between viewers and screens in reality TV or on online reviews and audience interactions with each other or the media producers (Livingstone 2007; Ross & Nightingale 2003), considerably less focus have been directed to the ways people orient themselves in a converged and complex contemporary media environment. Therefore, this paper explore two interrelated research questions: how do people make sense of the past across print, broadcasting and digital media and how do they connect their interpretations of the mediated pasts to their ongoing contemporary lives. It will be argued that people engage with mediations of the past so as to look both backwards to their roots and outwards to ongoing political conflicts around the world.

“The Myth of the Eastern Front” revisited

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THIS PAPER IS not so much about global divides in a geographical, horizontal sense, as it is about differences on a vertical scale: a world within our own, yet unknown to most of us. I am referring to the protocommunity of World War II “enthusiasts”, such as war gamers and militaria collectors. These are people sharing a big interest in WWII, sometimes being labelled “war romantics”. Smelser & Davies have in a recent work (*The Myth of the Eastern Front. The Nazi-Soviet War in American Popular Culture*, 2008) included a chapter on this group, although they have had no personal contact with the people they are discussing, basing their study entirely on Internet forums and home pages. I argue that due to this reluctance to go out in the field, the authors have missed several important aspects crucial to the understanding of these people and their attitudes towards WWII and the mediated representation of Nazi Germany and the war.

My paper is based on ethnographic material gathered for my PhD thesis, containing both in-depth interviews on the reception of WWII fiction and documentary films as well as ethnographic field work among WWII gamers, militaria collectors and dealers. It dis-

cusses the production of meaning that takes place among this group of people from a Nordic perspective, and shows that the picture is not as homogenous concerning whitewashing, or even revisionist issues, as Smelser & Davies argue.

Monumental Transformations: Public Artefacts and Collective Memory in Post-Soviet Bulgaria

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THE RAPID TRANSFORMATION of the media and cultural landscapes in Eastern Europe as a result of the demise of the Soviet Empire and the fall of the Iron Curtain in 1989 provide the historical turning point for a fertile inquiry into contemporary discourses of cultural imperialism and development, as well as the resulting social, political and cultural transformations in the area. This paper explores the various discourses of media and economic development influencing and reshaping the culturescape in Eastern Europe and in particular the challenges countries face in re-imagining their own histories and redefining public space in order to accommodate for the cultural domination perpetrated by the economically and culturally powerful West.

This paper surveys the tension between the preservation of history through memorials and monuments (memorialisation) and alternately, their deliberate destruction, alteration or replacement as a sign of the denial of collective memory in the name of development and progress. Eastern European countries have maintained a certain stance of independence while resisting the propensity to embrace neoliberal manifestations for the sake of furthering their own national agendas (Kenney, 34). Simultaneously, a “struggle with memory” (Ibid, 76) has taken shape, and the conflicting aspirations of reassessing painful history versus masking/erasing public memory has fluctuated throughout the region. As Escobar underlines the importance of “seeing change as a process rooted in the interpretation of each society’s history and cultural tradition” (Escobar, 52), Eastern Europe has proven to be a unique “laboratory for all kinds of memory” (Kenney, 76) where experiments in instantaneous “development” and national reconstitution took place. As unwilling participants in these experiments, public monuments in Eastern Europe and Bulgaria in particular have undergone arbitrary transformations in accordance to the aspirations of consecutive political opportunists, and as such have come to embody a certain failure of the coherent idea of development as that of building upon knowledge and past experience. These manipulations have submitted said monuments to the imposed Western “development” model tailored by the new Euro-American vision of modernity and characterized by deliberate erosion of collective memory via the destruction of historical public artefacts.

By foregrounding monuments as sites of conflict and collusion around media communication, culture, community and collective memory, this paper interrogates an important stage of radical transformation in Eastern Europe and Bulgaria in particular, a state moving rapidly from the shadow of the Soviet Empire to the blinding glow of Western influence.

Re-locating the value of historical melodrama on contemporary Chinese TV: a sociological study of mediated emotions in a changing society

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THIS PAPER GROWS out of my Ph.D. research project on the reception of contemporary Chinese historical TV drama (from the mid-1990s till now) within China. Inspired by American scholar Jason Mittell's idea of TV genres as cultural categories, I position the historical dramas most of which narrate the ancient Chinese history through a contemporary perspective into a complex conceptual arena where all the (ir)relevant socio-cultural forces come together. Through a six-month fieldwork study in China, I have conducted eight focus groups as well as quite a few in-depth interviews looking at how Chinese audiences, especially young and middle-aged adults understand and value these dramatized forms of historical representation at this time. This paper, in particular, attempts to cast some light on the social value of melodramatic characteristics (Brooks, 1985) embedded in the dramas that most of my respondents highlight when discussing their viewing experience of these dramas and other similar kinds of cultural forms, such as popular historical novels and South Korean costume series. Going beyond the active/passive audience studies model, this paper considers the audience engagement with this particular popular culture genre a rather complicated social process in which the audiences should be treated not only as consumers but also 'cultural citizens' (eg. Hermes, 2004; Hill, 2007). In the meantime, this paper proposes that the sociology of emotions be a good place to researching intense emotions through the second order experience of television. Finally, this paper argues that the melodramatic imagination of the historical dramas should be understood in relation to the cultural specificities and social changes in a Chinese context.

MAPPING YOUTH MEDIA PRACTICES

Media culture and everyday life in school

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THE RESEARCH FROM which this paper will be drawn investigates the significance of teen consumption of media and popular culture within the everyday environment of a multi-ethnic secondary school. The three-year project is entitled 'Urban Classroom Culture and Interaction (UCCI)' and one of its aims is to examine the use value and also symbolic value of media and popular culture for different teen consumers, in relation to everyday social interactions and social processes. Our research within classrooms demonstrates that conversational references to technopopular culture and also the use of media technologies such as mobile phones and MP3 players are frequent (given the intended exclusion of such issues from curricular activities).

These activities are significant within a range of social processes: peer alliances, involvement in and disaffection from curricular activities and an individual's position within the stratified economy of the classroom. All of our research methods reveal the constant and busy work done by our teenage informants in developing and performing narratives of the self and in judging others' identities. The ethnographic fieldwork involves a 2-year case study of a class in a multi-ethnic secondary school in London, and

we use radio-microphones, participant-observation, interviews and video-recordings to collect our data. These methods produce an unusually intimate view of everyday life, and we will also draw on school policy and media documents to set this in a wider context. By employing multi-level research techniques and by having a multi-disciplinary research team (ranging across sociolinguistics, education, cultural and media studies), our project is able to offer empirical evidence of everyday consumption and also the spontaneous reproduction of media discourse outside the immediate contexts of reception. The examination of these issues will contribute to research that goes 'beyond the audience' towards an ethnographic understanding of life in a mediated world (Moore 2000, Bird 2003).

This paper will discuss the multi-disciplinary research methods employed in relation to the aims of the research project and also present some findings that illustrate the significance of media consumption in peer relationships, and the intersection between popular culture and the school curricular culture within the classroom.

Mapping Internet activities and TV in a common space through the use of Multidimensional Scaling: understanding internet publics

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INTERNET USAGE IS a big umbrella that englobes different online activities and different user's behaviors. The present paper presents and discusses part of the findings of a large national study - MAUs (media audiences and users) conducted in Portugal between 2006 and 2007 on internet teenage users behaviors and attitudes. In particular, the paper focuses on How these activities compete with each other, and substitute other media like TV, is still a subject of discussion. This particular article focuses on the exploratory research conducted in the context of the mAUS project on how, in the minds of the audience, the Internet activities relate with each other and with TV consumption. MDS was used to map the different Internet activities and TV consumption of both generalist and thematic TV channels in a 2-dimensional space. The results reveal a clear distinction between two big sets of Internet activities, both set apart from TV consumption. An interpretation attempt of the 2-dimensional space is provided, relating media consumption with the impersonality of the medium and the effort required to its usage. Implications of this 2-dimensional space are discussed namely in the context of an ongoing effort to better understand contemporary internet audiences behaviors and attitudes

Media literacy and audiovisual language: a case study of a Belgian project and its 'young' audience

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IN THIS PAPER we will elaborate on the use of audiovisual media in the construction of a 'new' language for the specific audience of children. We analyse how children use and learn a certain degree of media literacy by engaging in an educational art project, called Traject. This subsidised artistic educational project has his routes in the realm of audiovisual media and is grounded in the biotope of audiovisual and 'new' media. The sonar and visual world of children is made central and the children learn to use audiovisual material. The sonorous and visual word of children is the focal point, and the participating children become au fait with

audiovisual devices by being allowed to create their own stories and to transpose these to their own daily lives. This storytelling process is part of a stimulating media literacy project. The practices are conceptualised as elements in a 'kaleidoscopic field' and are stressed as vehicles of meanings. We use an ethnographic study to look into the engagements of the participating children and analyse how they use this 'new' discourse as a tool to express themselves. Stressing this group of children as a particular audience of media we use specific audience research practices. By using an ethnographical methodology on the signifying practices of the children in the classroom we focus on the reception of the project and on the possibilities of media educational art projects to stimulate media literacy and media knowledge. Within the conceptual framework of cultural studies, with special reference to the conceptualisation and application of media literacy, we use the ethnographical approach to this specific audience of participating children and question the potentiality and restraints of this method.

Contemporary Taiwanese Audiences' 'Film-Viewing' Practices and their Appropriation of Media Technology in the Case of College Students in Taipei

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GROWING UP WITNESSING the take-over of digital viewing platforms, such as VCD and DVD, from the VCR in the living room, contemporary Taiwanese college students are no strangers to making the most of modern media technology to facilitate various film consumption activities in their everyday life from film-viewing, film-downloading to enquiring film-related information, and having discussions about films. This paper will focus on examining the significance and meanings behind these students' everyday 'film-viewing' practices via currently available viewing platforms, such as multiplex, DVD, cable channel, and internet downloading. By analysing qualitative data collected from respondents of university students in Taipei through questionnaire, indepth interview, and film consumption diary, I argue that college students' 'film-viewing' practices are influenced by film texts, characteristics of viewing platforms, and local film industry. Through the analysis of audiences' empirical data, the interrelationships among audience, movie, media technology, and film industry could also be further delineated.

This paper will start by inspecting the respondents' childhood memories of watching Taiwanese, Hong Kong, and Hollywood movies, in order to review their changing film-viewing practices from childhood to their present stage in life, as well as the depression of local film production during this period of time. One of the surprising discoveries will be young audiences' increasing interest in recent Taiwanese cinema. The following section will be dedicated to the scrutiny of issues around the respondents' appropriation of various filmviewing platforms. The concluding section will discuss the meaning of 'film-viewing' for this student audience group and how movies are seen as after school entertainment and an important tool for socialising with other people. Moreover, the convenience and availability of various viewing platforms and digital technology further facilitate the function of 'movies' as a social tool. The methodologies employed in this original project will be a combination of the political economy approach to local film industry and an ethnographical empirical survey of Taiwanese audiences' quotidian consumption of films.

Research on the adolescents' time reallocation by internet: Cohort analysis on the Korean time use survey data (1990-2005)

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THIS RESEARCH FOCUSES on changes in the overall time use pattern of main internet users, the teenagers and the twenties to develop time reallocation hypothesis (Robinson, 1969; Vitalari, Venkatesh, and Gronhaug, 1985; Robinson, Barth, and Kohut, 1997; Lee, 2005) that internet has newly organized daily time use pattern, especially leisure time. Compared with time displacement hypothesis, time reallocation hypothesis, which considers time for new media use in the constant time budget, offers broader perspectives on the influence of new media in audience's daily life. Under the assumption that the media environment in the audience's critical period - the early teenage (Comstock, 1991; Greenberg, 1974; Rubin, 1977) - affects the pattern of new media use, the study concentrates on the new cohort, who was born in the 1980s and experienced rapidly changing media environment in their critical age.

By analyzing Korean time use survey data (1990-2005), three research questions, each examining period effect, age effect, and cohort effect, was explored as follows: (1) How has the time use pattern of the teenagers and the twenties changed since 1995, when internet began to be diffused? (2) What is the difference of the time use pattern between the ages of 10-14 and 15-19, between the ages of 15-19 and 20-24 since 1995? (3) How is the cohort, born in the 1980s and spent their critical period from 1995 to 2005, different from the old cohorts in time use pattern?

Performing cohort analysis on the time use pattern of five cohorts, significant changes in time use for overall leisure activities were found in the teenagers and the twenties since internet has diffused in 1995. Namely, time use for rest, communication, outdoor activity, and traditional media use tend to have been decreased since 1995. Due to this period effect, new cohorts, born after 1980, showed different trends in daily time use pattern from older cohorts. This suggests that the discovered change in various leisure activities may gradually make new life style dominant in the future by cohort replacement.

Instant Messenger Use among Teenagers in China: Motives, Shyness, Alienation, and Social Support

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INSTANT MESSENGER (IM) is very popular among teenagers in China nowadays, and has become an important computer-mediated communication (CMC) for them. But so far very few research has been done to discuss IM use in China especially among teenagers. Therefore, this exploratory research was designed to examine: the IM usage pattern among teenagers in China; their motives associated with IM use; and whether some psychological factors of teenagers such as shyness, alienation, and offline social support can predict their level of IM use. Results from a random sample of 330 teenagers in China showed that 95.8% (N= 316) of participants used IM. Their most frequent used function in IM was text chatting, and they always chatted with friends through IM rather than with relatives, teachers and strangers. Factor analysis showed five major motives associated with teenagers' IM use, namely, sense of belonging, peer influence, escape, avoid presence, and habit. Correlation results showed all above five motives of teenagers associated with IM use were significantly and posi-

tively correlated with their level of IM use. Both shyness and alienation of teenagers had significant and negative correlation with their social support. However, no correlation was shown between both shyness and alienation with their level of IM use. In regression model, motive of "habit" and "avoid presence" showed as significant predictors for teenagers' level of IM use. Psychological variable such as shyness, alienation, and social support, demographics, online experience were not significant. These findings indicated that those heavy users of IM were neither because of their personality nor because of their online experience, but because of the gratification IM could provide to them. All these findings are discussed in detail in paper.

REACHING AUDIENCES THROUGH MARKETING AND ADVERTISING

Public health and audience research: an agenda for researching alcohol cultures

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REVIEWING SCHOLARLY QUARRELS over the role that advertising plays in driving binge drinking cultures gives a sense of déjà vu. Many studies show that the range and reach of positive alcohol messages has increased (e.g. Stern, 2005). Others claim to have found evidence of media effects, noting that where alcohol advertising expenditure has increased, drinking begins at an earlier age, involves heavier consumption, and continues for longer (Snyder et al., 2006). The WHO concludes that marketing is a major force in creating global, homogeneous binge cultures, and in 2007 the UK media regulator OFCOM linked tightened restrictions on the advertising of premixed spirit drinks to a decline in consumption among underage drinkers.

Others, however, point to methodological flaws in much of this research. Snyder et al., have been criticized for uncritically assuming that advertising leads to increased consumption (Schultz, 2006). Cherrington & Grixti (2006) argue that much research fails to substantially address the idea that drinking is a cultural activity. More recently, Szmigin et al. (2008) have suggested that research into alcohol advertising has failed to take account of the culture of 'controlled hedonism' which structures attitudes to drink among young people. Meanwhile, many institutional players accept these critiques. The 2007 OFCOM report, for example, insists that its data does not prove the effects case, since changes in advertising practices cannot be divided from broader shifts drinking cultures.

Resolving these problems requires the development of a methodology which can integrate qualitative audience research methods and the socio-historical analysis of cultural attitudes to drinking. This paper will propose such a method, drawing on cultural analysis and 'whole identity' approaches to audience reception (Gauntlett (2007)). It will argue that understanding the cultural framing of alcohol use, and measuring the extent to which cultural attitudes structure reception, is crucial to understanding the relationship between media texts and actual drinking practices. It will also suggest that analyzing alcohol in this way allows us to revisit some key debates in audience studies, and consider their relevance to a pressing public health concern.

Touring with Wal-Town: Screening Documentary off the Beaten Path

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MANY ACADEMIC INQUIRIES have been launched that interrogate the screen spaces of documentary cinema, but little attention has been given to the spaces in which documentaries are consumed, shared, experienced, and exhibited. From the beginning of cinema - with the lavish cinema palaces of Paris and Berlin - the context of where film is shown has played as important a part in the socio-political history of the medium as the texts themselves. The role of place and space is indeed a central concern when examining activist and solidarity documentary screening practices and audiences, where exhibitions occur outside of traditional or commercial mainstream sites. Across Canada, in tandem with many other countries, documentary cinema is employed as a focal point from which to mount political campaigns, raise awareness about various local and global issues, resist forms of hegemony, and create alternative cinema cultures.

This paper will provide description and analysis from a first hand perspective of a cross-Canada tour and campaign with the film Wal-Town, a documentary about an activist campaign against Wal-Mart's expansion in Canada. Over the course of one month the author traveled with other activists and held film screenings and discussions in communities from Dawson City to Montreal. Data gathered along the way reveals a heterogeneous and unpredictable terrain of documentary screenings, community activism and social movements. What emerges is a complex audience that is as misunderstood as it is socially constructed. This paper discusses the context of exhibition sites and political movements in connection with audiences for documentary cinema - and using primary research, challenges some of the many academic assumptions around cinema and spectatorship in contemporary literature.

Reaching Audiences via Interactive Websites: Is there a gap between the Web sites of Multinational Public Relations Firms and Multinational Corporate Entities?

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WEB TOOLS SUCH as email, blogs, chat, Instant Messaging, and newsgroups, allow audiences different levels of interactivity. Corporate Web sites are using various types of mediated communication to varying degrees to reach their audiences. In a context where there is an increased use of interactive Internet tools, the value of the organization is different from a context where the interactivity is minimal. Informing and engaging the audience plays an important role. The extent of interactivity ranges from being able to access information to being able to modify information; and being able to send messages to conversing with another human being in real time. For example, Gustavsen and Tilley (2003) came up with six features of Internet interactivity - user control, responsiveness, real time interaction, connectedness, personalization, and playfulness.

Based on the theory of interactivity, this paper will explore questions such as: Are public relations agencies setting an example by incorporating the features on their Web sites that they expect their corporate clients to include on their Web sites? Is there a gap between the Web sites of PR agencies and those of their corporate clients? The content analysis method will be used to analyze

and compare the interactive elements incorporated in the home-pages of Web sites of top multinational public relations firms and top multinational corporate entities.

Results of this study will not only help us determine the digital divide that may exist between the pr agency Web sites and the corporate Web sites but they will enable us to determine the level of interactivity that exists on these Web sites in general. The findings will also help us understand how user friendly the Web sites are and how much control the audience members have while using these Web sites. Are these organizations providing a Web environment that promotes a dialog with the audience members? In this era of technology dependence it is very important to ensure that companies are maintaining positive relationships with their publics via the communication technologies that are being used by these publics. Phillips (2007) points out that Web sites such as YouTube and Second Life have drawn huge numbers of audiences primarily due to the level of interactivity they provide. He says that the corporate entities, however, have not registered much growth in the numbers of their Internet audiences. With the increasing dependence on the Internet for information and communication, offering the appropriate interactive features on the Web sites assumes great importance.

Effects of Product Placements, Parasocial Interaction and Habitual TV Viewing on Audience Attitude towards Brands and Purchase Intention

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NELSON AND MCLEOD (2005) stated that the average U.S. consumer exposes to about 3,000 brands everyday. Despite the keen competition of various media for the advertisement budget, television remains the most popular medium for advertisers. However, the effectiveness of this traditional advertising format has been challenged by the sophisticated advert-skipping technologies such as video recorders, remote control, TiVo and video-on-demand. Therefore, marketers are in search of new TV advertising format like product placements where products or brand names/logos are integrated into the desired TV programs or movies where audience may or may not be consciously aware of. The use of product placements has a history of over 60 years in America. PQ Media (2006) reported that the global spending in product placement is expected to climb to US\$3.07 billion in 2006 with a 38.8% increase from 2005. However, this format of advertisement is still relatively new to some markets outside the U.S. For example, the Hong Kong television broadcasting industry has only adopted the idea of product placements in some television programs when the Broadcasting Authority of the Hong Kong SAR Government approved the amendments of the Generic Code of Practice on Television Advertising Standards in 2003. Besides, there are demands from the industry on its effectiveness and its evaluation methods.

Product placement can be classified into three main types: implicit product placement; integrated explicit product placement; and non-integrated explicit product placement (d'Astous & Seguin, 1999; Tiwaskul, Hackley, & Szmigin, 2005). Past researches on advertising have put lots of emphasis on effectiveness measurement, brand recall and purchase intention. However, researches about product placements in are yet not very popular (Auty & Lewis, 2004). There are a few studies about the product placements' media effects on target audience and the effect of such techniques for marketing communication (Nelson & McLeod, 2005). Besides, integrated explicit product placements were the focal point of investigation in some researches and the more polemical latent effects of implicit memory on product placements

on purchase intention and brand attitude have become the focus in some recent studies (Auty & Lewis, 2004; Molesworth, 2006; & Shrum, 2004). However, individual-specific factors like attitude toward product placements, involvement and connectedness to the TV program (Balasubramanian, Karrh & Patwardhan, 2006), and consumer-character variables like attitude and parasocial attachment (Russell & Stern, 2006) have received limited attention.

This exploratory study tried to find out the answers for questions like how explicit product placement could be effective? How implicit and explicit product placements affect audience's brand recall? Will the association of the product and the actors influence audience's attitude towards the brand? Will product placement enhance audience's purchase intention? This study is conducted by using a 2x2 factorial-design research of 200 young and educated audiences in Hong Kong. Participants were randomly assigned to either the experimental or the control group in six sessions. Participants in the experimental group watched an 18-minute Chinese language TV episode with explicit and implicit product placements while the control group watched the same content episode with implicit product placements only. After watching the episode, each participant was asked to fill out a questionnaire.

Listening Clubs for Media-Mediated sexuality Education: messages and negotiated meanings

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AUDIENCES CAN BE seen as active or passive in terms of their involvement with their construction of meaning from text. With the current notion of audiences that are assume audience to be active in meaning making, the interaction of audiences with the formation of text can be seen as a prerequisite for the success /failure of the preferred reading of the text which is constructed by the producers of the program Hall (1987). If we are to conceive audiences as active then we may look at them as people who get their plates and go to a buffet and pick what ever combination of food they like rather than people who are served by the waiter a combination of food that the chef thinks would make a complete meal. Thus there is a trade between the active audience and the producer of the message with what they call proper information from the message.

Using active audience theory and contemporary theories of social change (McQuail 2000) as its conceptual framework, this research explores issues related to the creation, management, function, and roles of audiences who are organized into listening clubs (LCs) for an Ethiopian media-campaign that aims to raise awareness and promote open discussion and community conversation on sexuality and the most rampant problems of SRH which affect the Ethiopian youth for centuries. In a periodic monitoring and evaluation visits of the LCs very significant issues about the media messages being broadcasted, audience meaning of the messages, the impact of access to digital media, challenges of gathering empirical evidence on audience views and the factors that affect the enhancement of audience engagement emerged.

Thus, we came up with the following research questions for this study in the hope that the answers to them would help us to position the project where it is more likely to impact attitudinal change on and towards issues of sexuality and SRH among the target audiences.

1. What should be the core concept of the media-campaign? Messages or discussion and conversation?
2. How would the project avail more opportunity (access) to audi-

ences so that they can more meaningfully involve in expressing their own perspectives in the programs aired?

3. What are the impacts of access to digital media and what strategic actions can be taken to remedy any effects?

Qualitative research design which allows the expression of deep feelings, beliefs, and thoughts is used for the purpose of this study. Some of the specific methods of data collection we use include in-depth interviews, focus group discussions, and co-discovery conferences. In this ongoing study, we are currently working on the research design and piloting data gathering methods with a pilot group. We hope to come up with results that would assist us to make qualitative changes to approaches to program making, better understanding of our audiences, and information that will allow us to design a strategy to enhance audience engagement with the programs. We also aspire to learn how best we can measure impact of the media out puts more realistically and gauge our impact evaluation instruments so that they can capture what audiences feel, think and report are impacts rather than seeking pre-determined impacts stipulated in project documents.

Viral marketing for condom advertisements: Alternative free-way media and effective message appeals

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OBSERVING THE NEW trends of marketing through the internet - viral marketing-, condom advertisers found an alternative and cost-free space to make their messages available to internet users, with one caveat: users must choose to see the ad (Rushkoff, 1994). Analyzing the characteristics and communication appeals of the condom advertisements chosen by viewers in the high-traffic website YouTube, it is possible to 1) identify factors which suggest effectiveness in reaching large internet audiences and 2) promote condom use by word-of-mouth diffusion and social networks through internet. The purpose of this paper is to identify and articulate factors in condom advertisements that frequently resonate with internet users with the goal of offering recommendations that may be useful to creators of the health communicators, condom promoters and public service advertisers.

Some contextual factors help convey the relevance of this topic. First, commercial advertisers and non-for-profit health communicators intersect in their efforts to promote the widespread and appropriate use of condoms to prevent the transmission of sexually transmitted diseases (STIs), including HIV/AIDS. It is clear that in the arena of STD prevention, the "pro-condom" public and private sectors share behavior change as their common purpose. A second important contextual factor to consider is the frequency of censorship/banning of condom advertisements on commercial networks in the United States. A third and final factor I offer by way of introduction to this paper is the emergence of the Internet as a conduit for viral marketing, primarily through word-of mouth (or word to inbox) interpersonal networks. These new communication spaces are increasingly catching the attention of commercial and social marketers, as the presence of the topic is common at marketing and advertisement journals.

Through observation and content analysis, my analysis of the reactions to condom advertisements most watched by YouTube visitors allowed me to identify an engaged, analytical and vocal audience. Supported by Edu-tainment literature, I suggest that the trend of cost-free, viral marketing of condoms via the internet have, like a good soup-opera, the potential to spark communication within interpersonal networks. To make brief mention of my preliminary findings, common characteristics identified in most-

watched online condom advertisements on YouTube were humor, irreverence and implied rather than explicit sexual content showed strong promise.

As a methodology, I identified 50 different condom advertisements at the rank list of the most voted postings. Selecting the ten most voted pieces in a given period of observation the content analysis methodology was used to understand the meaning factors, appeals and characteristics of the selected ads. Finally, I experimented testing the reactions, qualification and reactions of some viewers, and also asking for feedback through a social network on-line.

Further research should focus on measuring the effects of word-of-mouth dynamic insight of the interaction of social networks, and also, identify the effects that this kind of advertisement has at the consumer level by preference, attitudinal changes and behaviors adoption.

NEW MEDIA, NEW PRACTICES

Television on mobile platforms: new audience practices?

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MOBILE VOICE COMMUNICATION is now a widespread service in large parts of the world and is still increasing in other parts. It is even surpassing voice communication via fixed lines in several countries. In order to stay profitable these companies are now looking for new source of income, preferably service that take more bandwidth in order to generate sufficient turnover. In this regard the industry has been introducing all kinds of new mobile services and applications. The (mostly high-end) mobile phones are now not longer just devices to make phone calls, but have become complete multifunctional devices for taking photos, recording movies, navigating in a city (via GPS) and many other functionalities. (Lievens et al. 2007).

In this sense the mobile phone has become a platform that - besides voice communication - is intruding many more spheres of our everyday life while being in (semi) public settings. Within the everyday practices watching television seems to be one of the last forms of media consumption that has not really been deployed on the mobile phone. People that have the money can of course already experiment with mobile television, for example via an expensive 3G mobile broadband subscription. However the European commission recently decided to promote DVB-H (where the 'H' stands for 'Handheld') as the main standard for mobile broadcast television. This technology enables the broadcasting of television signals to all kinds of handheld devices using this standard, without the need for an expensive continuous telephone connection. With policy and industry aligned, it would seem that this will lead to a wide spread take-up of mobile television in Europe. The reasoning is: people watch already a lot of television, so why would they not like to watch television on other places then at home. But is this really so? The expectations of governments and telecommunication businesses are quite high, but do television audiences really want to have access to television at any time and any place?

In this paper we investigate to what extent mobile television could find a place in the everyday life practices of people. The findings are based on the results of the interdisciplinary MADUF research project ('Maximize DVB Usage in Flanders'). In order to investigate this issue we have set up a 'living lab' where 70 users were selected based on purposeful sampling techniques. All the respondents received a DVB-H enabled mobile phone or a specific DVB-H receiver on their portable computer for a longer peri-

od. The project was set up in three consecutive phases. Each phase contained a multi-methodological approach, starting with a contextualisation of the respondents. Next to that also diaries were used as an input for the in-depth individual and focus group interviews. Within these interview we focused on understanding their mobile television practices, concerns, experiences and motivations. Each research phase ended with an exit measurement to compare the different data and to identify possible patterns.

By introducing this technology in the natural environment of the user, we were able to investigate different dimensions of mobile television in an everyday setting. Within this living lab setting we focused on the usage of mobile television as well as on the affordances and practices. In that regard not only the 'who', 'what', 'when' and 'where' were investigated but also the 'how' and 'why'. The latter to refers to the specific situations and contexts in which people use their mobile phone or portable computer to watch television. This is compared with existing practices of 'traditional' television behaviour.

Our research clearly shows that the assumptions and forecasts by the industry – where mobile television is seen as the new 'killer application' – need to be nuanced and placed into perspective. We noticed that the users do not domesticate mobile television in their daily life in the same way as they do with traditional television or online (internet-mediated) television. There are several reasons why mobile television is today maybe still a bridge too far for users. First of all we found that mobile television practices are quite different from the television practices people are used to at home. Furthermore we see a clear difference in practice and experience depending on the mobile platform that is being used. The motivation and subsequently the behaviour is different between a mobile phone or a portable computer. In this paper we elaborate on the impact of these differences on the level of viewing patterns, context of use and motivations. At the end the paper will give an insight in the use and evaluation of watching mobile television via DVB-H broadcasting. In this way we are able to demonstrate how people are not following paths that are drawn on the level of policy, commerce and engineering and that, probably, the high expectations need to be tempered.

Mobile Television in Flanders: Multi-methodical approach for usercentric technology development

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IN ORDER TO forecast adoption potential and user attitudes towards innovations, the diffusion approach is traditionally applied. According to this perspective the diffusion of innovations always follows a bell-shaped normal distribution, in which there can be distinguished various adopter segments based on its dimensions of innovativeness. As a reaction against this quantitative approach and its lack of attention for users in their everyday context, the domestication and 'social shaping' framework gained ground. This framework applies more qualitative and interpretative research techniques in order to obtain insight into the process of technologies' integration in the daily patterns of users. Although these two different approaches are (too) often considered as opposite approaches on innovation research, handling different sets of research techniques, voices are heard demanding to consider them as two sides of the same coin. As Boczkowski argues, this mutual shaping or 'multi-methodological interactionism' is best suited to capture the complexity of interactions between technologies and users' practices.

In this paper we report on such combined user-centric research in the context of the mobile television trial in Flanders (IBBT-MADUF project), which brings together enhanced end-user mobility and new forms of access to media content. By not only apply-

ing quantitative adoption potential and user attitude research, but also focussing on technology usage by means of more qualitative and ethnographic techniques, two main traditions of innovations research, diffusionism and domestication, are combined. First of all, we organised a quantitative survey among 575 people in order to forecast market potential for mobile television in terms of the size and profile of its potential innovators, early adopters, majority and laggard segments. Furthermore, we invited a random panel of 30 respondents to experiment with mobile television devices in a 'living lab' while documenting user experiences through the use of diaries. Afterwards, we carried out a survey among these persons to test the 'seeing is believing' mantra and measure the effect of 'trialability'. Explanations for possible shifts between pre- and post-survey measurements can be found in the usage diaries and two organised focus groups. Thanks to this research design we hope to illustrate the theoretical and methodological added value of the interactionism approach. Furthermore, we provide an accurate insight in customer needs and wants which is crucial to develop business models and introduction strategies.

A Study on multi-perceptual, emotional and social aspects of mobile video telephony

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THIS STUDY AIMS at understanding a culture of video-telephony at its early stage. South Korea, in March 2007, has become the first country in which mobile video telephony launched at a popular level nationwide. I conduct depth interviews of the 13 early adopters in questioning how this novel medium, mobile video telephony is customized and impacts people's everyday practices of personal communication, on the ground of given media environment (fixed phone, through internet and videoconference to mobile voice phone). Three dimensions are adopted in this analysis: personal, interpersonal and social dimensions. In respect of the personal dimension, the interface of video-telephony and its relationship between users are analyzed. In drawing upon Manovich's notion of 'cultural interface' (2001), I account the cultural-historical elements of mobile video telephony, which is the articulation of telephone, PC chatting and mobile voice phone. Furthermore, I try to differ Manovich's assumption of universality of cultural interface of a medium, I emphasize the possibility of the subjective re-appropriation of the cultural interface even of the technologically identical medium of mobile video telephony. For it is observed in my interviewees, that each person, according to her/his personal memory and experience of using communication technologies thus far, has constructed a different pattern of composing cultural interface. In the interpersonal dimension, mobile video telephony is conceptualized as an expressive technology in both informational and emotional terms. Thus the value of communication transparency and sincerity is regarded highly important in mobile video telephony. This contrasts to mobile voice phone, as the latter is generally regarded as de-spatialized media (one can lie where she/he is while talking on the phone) whereas the former instantly generates an indexical relationship between the user and the place where the phone-talking takes place at the very moment. In terms of the social dimension, mobile video telephony is defined as 'social software' (Goggin, 2006), in the sense that the effect of the technology is actualized only through intimate interactions among the users belonging to close network. As the social software, mobile video telephony contributes the emergence of a particular community culture, which often includes non-users as well as users. This aspect of sociality and collectivity of mobile video telephony appears to be contrast with the aspect of individualization and privatization of mobile voice telephony. I also point out the social complexity embedded in mobile

video telephony culture in suggesting that the existing social order, particularly in relation to gender and generation, is remediated by/within the emerging technology of mobile video telephony in familial and local contexts.

Digital Natives and Audience Engagement: Ethnography on Japanese Youths' Engagement with Mobile Phone and SNS (social networking sites) in Everyday Life

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DIGITAL NATIVES ARE those who are born into the digital age and live out their lives 'digitally'. They share a common global culture, have certain attributes and experiences in the ways they interact with media and information communication technologies (ICT), information itself, with each other, and other people and institutions (Palfrey and Urs, forthcoming). The paper considers how digital natives engage with media and ICT, especially mobile phone and SNS (social networking sites) amidst the current social and cultural changes in Japanese society in the face of globalization. The concept of audience engagement used here encompasses the multiplicity of audience activities envisaged within active audience theories in both Western and Japanese media audience studies, including uses and gratifications studies within American communication studies, audience reception studies of British and European cultural studies, as well as Joho Kodo (information behavior) studies of Japanese audience studies (Takahashi, in press). Methodologically, the present study is conducted as an ethnography of audiences among young people living in the media-rich Tokyo Metropolitan Area. In order to overcome the problems associated with the reliable interpretation of results in previous audience ethnography, triangulation is achieved using multiple sources, methods and/or investigators. These include group and in-depth interviews, participant observations, and a survey research of 324 college students. I look at five modes of audience engagement: information-seeking activity, connectivity, 'world-creation', utility and participation. The primary aim of this paper is to investigate the role of mobile phone and SNS in Japanese society, exploring how, in their varied ways of engaging with the media in everyday life, Japanese young people reflexively create and recreate their sense of self and uchi (social groups) to which they belong in the context of globalization and social change. Looking into the diverse ways in which young people engage with media and incorporate their content into their lives in the process of creating themselves will, I hope, illustrate the dynamic and diverse nature of contemporary Japanese life, adding to the otherwise largely Western body of audience research.

Audience engagement and "productive" media power in the new media era

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THE LAST TWO years, the concept of audience engagement has become a signpost of change in marketing and TV industry. Engagement has been declared the "leading buzzword of 2006²", the "21st century GRP", the top audience measurement priority to be fixed by advertising associations, the very target of experience

marketing and buzz marketing. TV industry actors have not been less enthusiastic about the new, engagement approach to programming. Now, all players' eyes are fixed on highly engaging, "water-cooler" shows which may serve as key material of syndication and cross-platform distribution. For the first time in TV history, a big network (NBC) has offered audience engagement guarantees to advertisers. Emerging media forms – web2.0 services, social networks – feed discourses which are all about some form of user engagement.

In most of its uses, the notion of engagement appears as users' (inter)active loyalty, implying explicit and reflected affective connections between content and user, and the wish to communicate these affiliations to others.

Practically absent from media industry discourse a few years ago, now engagement has become a notion as common as ratings, reach or traffic, widely seen as an efficient key to the "new media user" mindset. The secret behind this astonishing career is to be found in the concept's promise: that of a scenario where control over costumers may be (re-) established in a multimedia age. Burgeoning interest in audience engagement has reached into the field of academia, as well. In electronic libraries, combined keyword search of the terms "media" and "engagement" gives an exponentially raising number of hits.

How to judge the fact that the focusing of eyes to engagement takes place parallelly at various fields where "audience theories" are professionally produced (marketing, programming, academia)? Is the above "engagement fever" complicit with industrial discourses celebrating the actual media supply as multiple, diverse and rich in meaningful choices available for all? Or, by contrast, audience engagement is more than a slogan and does have a vital and liberating force in the power circuits of the new media environment? For avoiding the traps of some too-well-known normative dilemmas ("same old power game" versus "new diversity and freedom"), I do not link engagement to neither of these normative poles. Instead, I will focus on how engagement relates to the changing modalities of media power.

The erupting "engagement buzz" signals a shift in the way media-audience interactions are understood and handled. This shift can be theoretically grasped as the rise of a new "information régime", a new régime of control at the field of popular media. The focusing of attention to engagement is moved by the conviction that control over the audience cannot be maintained solely by imposing artificial scarcity and expecting habitual, routine loyalty to privileged media platforms. Instead, the act of establishing control is increasingly grasped as the channeling of affective energies which emanate from users' and contents' encounters in a multimedia space. Accordingly, rising interest in engagement foregrounds a shift from a "restrictive" to a "productive" model of media power.

At the field of academia, the concept of engagement has a potential to challenge the dominant, restrictive models of media power ("indoctrination models", to use Michael Schudson's term (...)).

AUDIENCES AND TV GENRES

Spirit Media: Ghosts, Audiences and Digital Culture

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THE RISE IN belief in ghosts and other paranormal activities is historically associated with great social and political change. Historical research shows spirit photography was popular at the end

of the 19th and early 20th century; it was part of a much larger spirit phenomenon, with a rise in membership of spirit churches and psychic societies, and experimentation with ghost practices, such as séances. The historical context to spirit photography illuminates British society dealing with great change – the industrial revolution, Darwin's theory of evolution, the birth of psychoanalysis and anthropology, the turn of the century, and new scientific advances such as electricity and photography. A century later, we can see a rise in spirit media and belief in the paranormal in Britain. At a time of great social and political change, new digital technologies are connected to belief in ghosts in part because of anxieties regarding new scientific developments, but also because the technologies themselves are used to 'document' and 'interact' with ghosts.

This presentation presents early findings from a research project that explores people and their ghost experiences. It uses spirit media to understand audiences and their belief in ghosts. Through examining people's responses to contemporary spirit photography, television, digital art and new media, we can understand social and cultural change. The research addresses issues such as the power of belief; our willingness to set aside questions of evidence or scientific data, to put faith in what we cannot see, hear or touch in order to give ourselves over to extreme experiences. Extreme beliefs in the paranormal therefore connect with issues in late modernity such as anti-science, or what Dawkins describes as 'the god delusion'. By putting ourselves in the position of the audience, we will see behind the scenes of 'the ghost delusion'. Case studies of popular digital and interactive television series *Most Haunted*, digital spirit photography and spirit art, such as 'e-poltergeist', will highlight the cultural construction of paranormal and extraordinary experiences. Unlike audience responses to news or documentary, where authenticity is essential in the contract of trust between programme makers and viewers, one key question here is whether it matters if spirit media such as *Most Haunted* is 'fake' or not, that is to say whether the power of belief in ghosts establishes a contract of trust, not the evidentiary nature of these paranormal representations. Early findings from the qualitative audience research will be combined with theoretical and historical research on the history of spirit photography and spirit art, the sociology of paranormal activities, and research relating to digital media and reception studies.

Glocalization Backfired: Cross-cultural Viewing of The Weakest Link and The Apprentice

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AS GLOCALIZATION HAS become an increasingly important strategy to introduce global cultural products to local markets, it is no longer as easy for viewers to pinpoint either the country of origin, or the products' cultural identity as production becomes a two-stage affair involving producers at both the global, and the local level. Do audiences see these camouflaged global products as basically foreign, local, or both? What are the implications of this perception to their interaction with the text, and the debate of homogenization vs. heterogenization of global culture?

Through an examination of the way audiences comprehend and respond to reality game shows, this study looks at text-audience interactions within the context of media globalization.

Two television game shows were used to study responses from Taiwan, British, and American audiences to *The Weakest Link* (TWL) and *The Apprentice* (TA). Findings from five focus group sessions showed that the way audiences respond to a glocal text is related to three interacting factors: its perceived country of origin, and the extent to which audiences find the text compatible

with their intertextual knowledge, and most of all, their cultural schematas.

Cultural schematas-including meaning structures but also knowledge, values, beliefs, and other resources decide whether and how a text will be read, and whether it will be accepted. As the knowledge and information most of the audience members have on a program do not allow them to make fine distinctions among the different varieties of glocal texts, the resources selected to decode the messages of a glocalized program that gives the impression of a local program would often not be different from those selected to understand a local program, but if the same cultural product was identified as "foreign" in origin, it is then understood and assessed with the resources for foreign programs.

Local adaptations therefore do not necessarily bridge the encoder/decoder gap; if major cultural incompatibilities caused by the rules of the game or the style of the hostess were left unresolved, the "camouflage" will only serve to create a culturally incongruent and contradictory text that further alienates the audience. To many of the Taiwanese participants, the local version of TWL was puzzling and deeply disturbing as the discursive forms were so far out of line from what they knew as local yet it has every appearance of being it.

As schematas are deeply rooted in the audiences' social and cultural surroundings, the understanding and influence of a glocal text will necessarily work through this generally stable ensemble of knowledge and values. Glocalization, therefore, may not significantly enhance global cultural heterogeneity, however it is doubtful if it will largely promote cultural homogeneity.

No Cinderella and no Prince Charming? Audience reception when the telenovela codes are broken

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WIDELY KNOWN AROUND the world for their beauty queens and telenovelas, Venezuelans are considered the vainest people in the world. "Beauty in Venezuela has become a social value that often defines success or failure" (Sosa, 2001). Hence, Venezuelans spend more on cosmetics and beautifying procedures than on education (Delgado Barrios, 2006).

In accordance to this cultural tenet, Venezuelan telenovelas present protagonists and a cast that fit a beauty code that is stringent and clearly Eurocentrist in its definition. That is, protagonists are young, gorgeous, lightskinned and perfectly shaped from head to toes. In addition, most telenovelas present a Cinderella-style story in which a poor beautiful girl and a wealthy handsome man fall in love in the early episodes and endure obstacles and misunderstandings before the happy ending.

What happens when a Venezuelan author writes a telenovela with the explicit purpose of critiquing his country's vanity and obsession with physical beauty? How does the Venezuelan audience receive a telenovela in which the protagonists transgress both the genre's beauty code (i.e., the female protagonist has a noticeable limp and the male protagonist is not considered handsome) and the traditional storyline (i.e., both protagonists are from the same socioeconomic level and the female protagonist is in love with the antagonist for the first 70 episodes)? *Ciudad Bendita*, a telenovela with these characteristics, surprised telenovela traditionalists by consistently winning the ratings war in Venezuela during the months it aired (July 2006-April 2007).

Drawing on cultural studies' Circuit of Culture (du Gay et al., 1997) and Martín-Barbero's conceptualization of mediations (1993), this paper examines the reception of *Ciudad Bendita*, and the articulations between this telenovela's consumption, production and audiovisual representations. The analysis, based on a mix of methods-in-depth interviews, participant observation and

textual analysis—heeds Tufte's (2000) call for more empirical comprehensive studies of this popular TV genre, and provides a window into the world of telenovelas that highlights the importance of the genre's codes and their engagement with the social formation, follows the encoding of this show, details the audience's decoding process, and underscores the tensions between the commercial requirements of the telenovela genre and its ideological potential.

The relationship with the audience in family fiction series: the long-term success and the extension to other windows

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AFTER LAYING DOWN the basic concepts for the study of family fiction series, the aim of this paper is to study the relationship with the audience and carry out an in-depth study of the circumstances which permit long-term presence of these series on air, and allow them to reach other windows. We will pay special attention to two Spanish series, *Médico de Familia* and *Los Serrano*. The discursive character of entertainment, which attracts rather than distracts attention, is the direct reason for the stability of the relationship which is established with the audience (Sprigge 2001). Keeping up this relationship successfully (which can almost always be seen in the audience indexes) has led these products to continue on air for longer than had originally been foreseen. The content favours keeping up the relationship, as the dramatic tension is based on domestic, intimate elements. And in the case of the Spanish series, the comic component leads to new chances for enjoyment. Every work of entertainment fiction has a sub-text that invites the participants to relate what they see to their own lives. It is not so much that the products influence the decision-making and the thinking of the viewers, but rather the constant references to the real world, which make the series more familiar (Luhman 2000). The entertainment product is not finished, but grows in the relationship it establishes with the audience, and, in this sense, local and domestic fictions prolong the relationship through references to the everyday life of the viewer. As Ross and Nightingale state, the audience believes the stories are significant when they relate to their own lives or those of their friends or acquaintances (Ross & Nightingale 2003). The series are prolonged not only in reference to the real world of the individual, but also in the relationships with other followers, and the possibility of getting more information on the series from TV magazines and, above all, from Internet. Loyal audience following of the TV schedule and technological developments have contributed to the distribution of traditional consumption to other windows, either individually or collectively. However, we should underline that this consumption spread implies a previous enjoyment of the traditional schedule, where the product has held the audience's attention, bringing it together every week at prime time.

In conclusion, we will prove that family fiction series, due to their intimate, family content, create a special relationship with reality in a tone of comedy that helps all the members of the family audience to follow it. This relationship frequently means great involvement of the viewer and extends consumption to other windows or media.

Passion for "the More Real":

The co-constitutive relationship between audience and media technology in the case of global reality TV reception in Taiwan

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REALITY-BASED TELEVISION has emerged as a global TV genre which represents a distinctive passion for "the more real". Following an argument from McLuhanian's theory named "psychotechnology", meaning the coconstructive relationship between media technology and its audience (de Kerckhove, 1995), this article explores the new audience subjectivity of reality TV in the context of the digital and global era.

The rising popularity of reality TV genre is considered to be a model of interactive TV or of the interactive economy (Tincknell & Raghuram, 2002; Andrejevic, 2002; 2004). By highlighting the participation of audiences in the production and the consumption process, the interactivity is realized by the assistance or the economic integration of the new media technologies (Jenkins, 2006; Magder, 2004). These include, but are not limited to, the internet, the mobile phones and the surveillance-based cameras. The ordinary person, not the celebrity, now participates in the production of TV program. The final winners of some reality game shows are determined by the audience voting through internet or text-messages. The interactivity of reality TV is even labeled as an illusion towards democratizing television (Jones, 2003; Andrejevic, 2002).

Apart from the concept of "interactivity", this paper attempts to reconfigure the relationship between media technology and the reality TV audience focusing on the psychological relation of "co-constitution". The reality TV viewer is not only involved in the interactive economy of the reality program format but is also involved in a deeper co-constituted relationship with media technology. Following the viewpoint of psychotechnology, the ubiquitous effects of the electronic technologies has molded our perceptions to contemporary TV programs. It has been described as "TV talks primarily to the body, not the mind" (de Kerckhove, 1995:8). Besides, the way we consume media has become a collective process in the age of media convergence (Jenkins, 2006). The audience has become the users (Livingstone, 2004), who are learning to utilize different media technologies to bring the flow of media more under their control and to interact with other audiences/users. Audiences are no longer limited to interactions with the TV.

After analyzing the in-dept interviews with samples from the local audiences of both global and local reality programs in Taiwan, this article explores the co-constitutive relationships on three levels.

First, the reality TV audience is getting rather eager to see a more technologically convincing show and more of a live spectacle. This is considered to be "more real". Secondly, the audience is also becoming a technologically skilled audience, they embody the mediated sensibility and are able to possess all kinds of media literacy. Their collective intelligence must respond and interact with the supposedly genuine claims of reality shows. Thirdly and paradoxically, the local audience believes that the imported reality shows are far more real than the local ones. This study will discuss how the "passion for the more real" has reversed the mental distance on their perception of the global and the local TV reality.

Television for Children: the Child's View

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IT IS UNIVERSALLY agreed, by the Convention on the Right of the Child, the children's right to express their opinion on the issues which affect them. Nevertheless, the research about Convention's application and the public discourses delivered by the media indicate that this right is often forgotten in the different countries that have signed the document. Those who talk about children's issues are mostly adults, care-givers, teachers and researchers who take children an object of study. Even though these voices can not be under evaluated, it is also important to listen to children on their issues, hear their opinions, to understand what they think and to take into account their points of view. Focusing in these ideas, it was carried out a research project, based on qualitative methods, in order to understand children's perceptions regarding the television programmes that are broadcasted at them. The research conducted in Portugal and in other countries about television for children is essentially based on programming schedules and is aimed at revealing the content and quality of those schedules. Some studies consider, as well, adults' perspectives, namely parents and television professionals, aiming to understand their viewpoints on quality children's programming and programmes. Nonetheless, few studies take children as main information source. What do children think about television in general and particularly about television for young audiences? What do they really watch on television? Which children's programmes do they watch? What do they like and dislike most in the children's programming? What do they prefer? What would they change in the programming schedules? What would they take away from the schedules and what would they include? What is the amount of importance they confer to this kind of programming? These are some research questions that supported the study conducted with 5-10 years old pre-school and primary school students of the district of Braga (North of Portugal). Data was collected by focus groups interviews and semi-structured personal interviews. This paper aims to present that study and its results. The data gathered, bringing children's views, provide important information to discuss with all of those who have interest in young audiences' research. This allows us, as well, to advance some hypothetic explanations to answer some questions other studies have opened, particularly, the reasons why some adult's programmes are in the top of children's preferences; the fact that the usual children's consumption habits not always correspond to their television preferences; the low audience rates generally achieved by children's programming; the gradual substitution of television by new media, among other questions. All these aspects are relevant for a better comprehension of television for children but also for better understand the relationship between children and television as well young audiences.

TV NEWS AUDIENCES

News Website-Blogs-Uses of Turkish Internet Users

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BLOGGING, WHICH IS one of the latest forms of Web publishing, is part of interactive media. Blogging began as a U.S. central phenomenon, gaining strong public appeal after the 9/11 terrorists attacks and spread out other country outside the U.S. That media

plays an important role in the process of globalization affects to strengthen both regional or national conversation and global conservation. Rantanen(2005) defines that globalization is a process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space. Globalization and the internet have created for news and political discourse that overrides geography and increases opportunities for non-mainstream, citizen-based news sources. (Reese, Rutigliano, Kideuk, Jaekwan 2007) Current study will examine Turkish audiences (bloggers). Although internet which eliminates distinctions of space and time, Turkish audiences could not discuss the other audiences who are from other countries about global issues because of diversity of language however the other Turkish audiences living other countries can participate the debate in blogsphere. Some Turkish news websites are attracting a lot of audiences. So, this was inspiration for us to investigate Turkish audiences and their blog use. This study asks the questions, how do Turkish audiences use the blog form? What do Turkish audiences' discussions focus on? What do audiences show more of a preference in discussing: local, regional, and international issues? When international issues or regional issues are in dispute, what common reactions they show in those blog? According to these, this study will use qualitative analysis, especially audience analysis, to reflect the objectives of the study.

International news channel, international audience: a case of EuroNews

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THE EURONEWS TELEVISION channel was launched on January 1, 1993 under the auspices of 11 public television stations belonging to the European Union for Radio Broadcasting. Today, after 15 years, EuroNews is a television station that broadcast worldwide on air, cable and mobile phones and provides news 24 hours a day simultaneously in 7 languages. It increased its shareholding to a total of 21 national TV networks across Europe and it is received in over 189 million households in 121 countries. Hence, EuroNews is not only pan-European channel and the only multilingual TV operator whose goals correspond to a public service mission, but also one of the leading international news channels.

Although research has been done on a wide variety of aspects of international media, majority of them is focused rather on structural framework of broadcasting across national borders, than on relations between the media and the audience. On the other hand, while much papers on European media examine legal issues or the content of the messages that are broadcast, less is known about the viewers' attitude towards both the media and the messages. Finally, since one of the features of new media is their interactive potential, it is worth considering how international media use that potential to learn more about their audiences.

The aim of this paper is to present the results of the study on the "Feedback" - an online channel of communication between the viewers and the editors of EuroNews. Both quantitative and qualitative methods will be used to analyse a total number of 326 e-mails written in English and received by EuroNews between February 1, 2005 and July, 28, 2007. The study is divided into two parts. In the first part, e-mails will be analysed in order to answer questions concerning the evaluation of the offer of EuroNews and viewers' attitudes towards it. The second part of the study will be focused on editors' responses to the viewer's e-mails.

It has always been unclear how valuable or useful such feedback can be, since it is very open to manipulation. Some claim that most probably it will be considered important for local media and for small-scale media for special audience and of doubtful value of

large-scale commercial media. Contrary to this claim, we would argue that although we should be aware of the limitations of the study, the “Feedback” seems to be a valuable source of information about this part of the audience that might be described as an active one (as well as: selective, motivated, involved, critical and interactive).

The end of imagination: Fixing the Audience in Indian news channels

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INDIA, POST 1990, has become the ‘poster boy’ for a new ‘mediascape’ (see Appadurai, 1996) with a plethora of television news channels, a thriving print media industry and a sudden proliferation of regional and language based television news. From just three private news channels in 2001, there are over sixty news channels today, seventeen in Hindi and eight in English even as their numbers keep increasing. However, the hope for a plethora of channels providing viewers with multiple viewpoints and an informed public sphere seems to have been dashed. Seven years into the new millennium, a homogenous content termed as the “three C’s” across news channels has soured the dream that would break the hegemony of the Doordarshan years.

This paper will draw from a year of ethnographic research in Indian newsrooms in 2006, specifically Star News and Star Anando, two 24-hour national news channels, part of Rupert Murdoch’s global empire. It will first focus on two weeks of programming in both the channels, establishing the pattern of the “three C’s”. It will then move on to interviews conducted with over 80 journalists and examine the claim “we show what the audience wants”, a popular refrain amongst journalists in Indian television and attempt to understand the journalists’ understanding of the audience. It will claim that the era of imagining the audience is over and the news producers in India have defined and captured their audience. Through a sociological and a “scientific” approach, this paper will attempt to support this claim.

- a) Sociological: Who is the audience? In the interviews conducted with journalists, this answer never varied. “I am the audience, my family and close friends are the audience. What I like to see is what I put on television and that becomes news.” Journalists come from middle or upper middle class families and thus what they want to see and therefore produce, results in a homogenous content across the channels.
- b) Pseudo scientific: With around 120 million television sets in India, cable viewing homes are approximately 70 million. However, a sample size of 4500 monitoring boxes is used to create an index of popularity (TRP) of the audience on which the entire media industry relies. Not only are the numbers disproportionate, class becomes a major factor with nine of the poorer states not accounted for. The number of boxes is heavily loaded towards metros and the upper middle classes that have the spending power. No boxes are found in rural or semi-rural areas.

With journalists and their audience belonging to a similar social class and the former producing for the latter, the content is a skewed and distorted image of a happy, middle class India, a symbolic annihilation of 400 million who live below the poverty line. This paper will conclude with the observation that this “match making” between audience and journalist is not a coincidence but a deliberate ploy employed by the corporate sections of news organisations and their policies. I will show how the Human Resources Department at Star News now focus on a particular segment of population to hire journalists from so that this match

making can be encouraged. I will end by stating that the study of newsrooms today, ethnographies in particular must account for the Corporate and earlier sacrosanct divisions between it and the editorial no longer works as both work together to produce news for an imagined India of the 21st century.

TV news bulletins: waste or source of audience? The Spanish Television case study

MIGUEL BELEN, VICENTE MONCLUS

ONE OF THE more relevant, traditional and consolidated formats of the history of television are the TV news bulletins. Their presence and their relevance in diverse aspects of contemporary media and societies have been well studied during these last decades. Nevertheless, there has been a bigger scholar interest on news – considered as the main level of analysis- than on TV news bulletins as an analytical level itself. These programmes are more than the result of adding up some news; on the contrary, their characteristics are more complex and could provide us some useful information about both the audience and channels behaviours.

This paper tries to complete a significant overview about the role played by TV news bulletins. The progress of the television industry in Spain has been fast during the last two decades, trying to reduce the gap generated after the slow process of transition from public to a mixed system of broadcasters -mostly in comparison with the rest of economically developed countries-. One relevant detail all along this process has been the hard fight to lead the ratings at the TV news bulletins’ timeline. This struggle must be framed at a communication landscape characterized by a strong ‘politization’ of media and by the fact that television is the main source of information for most of the Spanish citizenship. As a matter of fact, TV channels present their TV news bulletins as flagship of their programming, putting more than their information credibility at stake.

After having compiled some diverse indicators about the Spanish audience, we studied the role played by this kind of programmes at the four channels of national diffusion (TVE1, Antena 3, Tele 5 and Canal + / Cuatro). Our main research question is included at the title of the paper. We try to find if the TV news bulletins are used by broadcasters as a resource to achieve a high share for the following programmes: if their function could be labelled as a pulling engine, or as an entrance door, that tries to bring and consolidate an expected share. The other part of the hypothesis would highlight the fact that some channels lose audience during these programmes, even though, as TV news bulletins do not follow the same and strict conditions as the rest of the audiovisual production, they remain on air. Thus, we are dealing with different programming strategies and it is really interesting to see how these tactical views evolve as a result of the interdependence between all the channels.

Our paper is focused on the evolution of the Spanish audience from 1992 until nowadays. During these 16 years, the audiovisual market in Spain has grown from two channels until a current minimum of seven open air channels. Spanish spectators are being forced to choose between a diverse offer in terms of news ideology and information style, and the role played by TV news bulletins has been widely accepted as crucial. We analyzed in depth all the ratings of TV news bulletins, as well as the indicators from the previous and the following programmes, trying to find if there is a common behaviour.

Although the political and economical conditions, as well as the ongoing status of the research, avoid us to make clear statements about this issue, we have checked that some strategies are exchanged between the channels when our analytical focus is chronologically enlarged

Journalists as Audiences of Popular Culture

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THE PAPER DEVELOPS the concept of inter-textuality in the context of the journalistic discourse surrounding popular culture texts, and as a way to account for the complex interactions within the contemporary media environment. Drawing on new approaches to audience and journalism studies (e.g., Alasuutari, 1999; Bird, 2003; Couldry, 2000, 2004; Zelizer, 2004), and on data from two case studies, I argue that we should think of journalists and other media figures (columnists, bloggers, etc.) not only as creators of texts for other audiences, but also as audiences and fans in their own right. These contemporary "opinion leaders" both mediate other media texts for their audiences, and use these texts to express and negotiate their own identity, authority and opinions. The first case study focuses on references to the popular counterterrorism television drama "24" in articles and columns of major daily newspapers, magazines and political websites, from 2001 to 2007, and examines the various uses of the show in the mediated political discourse. The second case study focuses on the much disputed story of the capture and rescue of Pfc. Jessica Lynch in Iraq in 2003, and examines the ways in which the elite press negotiated its authority vis-à-vis popular texts that lay claim to the story, such as NBC's made-for-television movie "Saving Jessica Lynch". The two case studies present two different approaches to examining the inter-textual relationship between journalism and popular culture: one starts with a fictional-popular text (in this case "24") and traces references to this text in journalistic discourse, while the other starts with a particular news story that was picked up by popular culture. Both case studies demonstrate how audience studies can move beyond direct viewing experiences or designated fan communities, and how textual analysis of media texts can be used in the context of reception studies. As such, the approach developed in this paper attempts to offer a bridge between text-centered and audience-centered approaches to media studies.

PERFORMING AUDIENCES

Audiences in a Different Key: Reception Studies and the Dramaturgical Sociological Tradition

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THIS PAPER ARGUES that critical studies of media audiences would benefit significantly from a more systematic engagement with the tradition of sociological research associated with the theoretical tradition established by Erving Goffman and often identified as "dramaturgical sociology." While the work of Meyrowitz, particularly his pathbreaking *No Sense of Place*, made an initial and very compelling argument for the suitability of a fusion of media audience studies and at least some elements of the Goffmanian tradition, there has been relatively little scholarly work that has continued to explore this dialogue. Some of this can be explained by the tendency, particularly within the North American academic scene, for "media studies" and "interpersonal communication" to be separated institutionally, as the dramaturgical sociological tradition to be influential primarily in the latter. However, such separations are increasingly obsolete and in fact impede a fuller understanding of the constitution of audiencehood in the current communicative environment.

The call for an invigorated dialogue between audience/reception studies and the dramaturgical tradition turns on three central areas of intellectual: the importance of new technology in the understanding of media audiences, the contribution of Goffmanian theory to a substantive model of social subjectivity, and the theoretical language supplied by this tradition and its potential contribution to a fuller understanding of the interpretive dynamics of the audience experience. In regard to the first area, a good deal of recent work on contemporary uses of new technology has pointed to the increasing blurring of performer/audience and mediated/corporeal communicative boundaries and the dramaturgical tradition—one designed primarily to study micro-performances in social life—could help to understand fundamental realignments in the constitution of an "audience." With respect to the second area, Goffman's work, while avoiding much pure theorizing, at least until the final period of his work and his *Frame Analysis*, has a particular relevance to the exploration of social subjectivity and the importance of communicative practices for the construction and enactment of forms of social subjecthood. This has been the source of some intriguing recent scholarship in sociology (work by Kim and Riggins) but has never been explored within the context of media studies, a field with a long history of interest in issues of subjectivity, from Althusserian media studies and Birmingham cultural studies to more contemporary work. Lastly, Goffman's work, particularly *Frame Analysis*, as well as that of some of his followers, provides a particularly interesting critical vocabulary for understanding social-interpretive practices such as the system of meaning "keys" referenced in the paper title—that could hold a great deal of analytic value in understanding the interpretive challenges facing audiences today. For all three areas, then, a more extensive dialogue could provide significant benefits in understanding media audiences and the symbolic work they perform.

Performing Media Consumption - An Experiential View on Media Audiences

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THROUGH PERSONAL NARRATIVE interviews on media consumption, I have looked into the ideals and hopes of particular media activities and have found biographical explanations for media consumption mixed with conventional ways of telling stories (Gergen 1997).

In addition, through these explanations I have excavated how audience members have reasonable and accountable justifications (Scott & Lyman 1970) for particular media activities, thus in their explanations they reveal culturally specific recipes, myths and master narratives.

We could say that through the orally narrativization of experience (Gee 1985) they more or less adjust the real to the ideal and appropriate the ideal through the real (Bruner 1991). Hence narrative interviews as one particular kind of personal presentation should be seen as a performance; a reflexive interpretation of actual experiences being told and 'staged' within the frames of conventional storylines.

However in 'emplotting' (Ricoeur 1992) and performing narrative accounts media users are busy reflecting on their media use as past occurrences, as interpretable acts (Schütz 1975), but we need also look into the ways that media content and media technologies are 'props' in on-going actions (Schütz 1975) with the intent of putting on a particular show and performing particular skills and media literacy.

The performative nature of media consumption has become very much apparent on social networking sites such as Facebook, MySpace and others, where people are presenting themselves through personal narratives and where they account for activities, including their media use, within conventional storylines. At the

same time their presentation is constantly “in progress” and their identities are ‘in the making’ as personal profiles online are performing in interaction with other peoples profiles. Furthermore, conventional media applications are being used as props for people to perform particular skills and identities.

In this paper I advocate a performative turn in audience studies and make a distinction between the ways we perform our media use through narrative accounts and interpretations of experiences as an act, which is different from the ways we perform our media use as action, which calls for an experiential view of media audiences.

Emerging Rhetorical Tradition in Massively Multiplayer Online Role-Playing Games (MMORPGs)

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MASSIVELY MULTIPLAYER ONLINE Role-Playing Games (MMORPGs) refers to “any computer network-mediated games in which at least one thousand players are role-playing simultaneously in a graphical environment” (Feliciak 87). Unlike traditional videogames, MMORPGs allow users to take part in the playing by creating their own characters (Feliciak). The computer-generated “electronic contact zone” (Selfe and Selfe 1994) will enable users to “play an active role in modulating the transmissions that reach him, and has control over them” (Feliciak 91). The fluidity of users and videogame designers has led to a unique rhetorical domain that deserves further study.

My presentation will focus on the influences of emerging Massively Multiplayer Online Role-Playing Games (MMORPGs) on rhetorical traditions. In this presentation, I will develop an activity-based rhetorical perspective that integrates Vygotsky’s theory into the conceptualization of human rhetorical activity and the examination of rhetorical discourses facilitated by MMORPG players. According to Vygotsky, he argues that all human activities are mediated by tools or signs used in the process (Vygotsky qtd. in Warschauer 41-42). As rhetorical discourses are also generated from human activities to respond to various rhetorical situations (Bitzer), I argue that, as a technology, MMORPGs have fundamentally transformed the process of rhetorical discourse generation, thus warranting a study of this emerging rhetorical tradition.

My presentation will begin with an introduction of Massively Multiplayer Online Role-Playing Games (MMORPGs). In the presentation, I will present Vygotsky’s theory and argue how his theory will shed new lights on the process of generating rhetorical discourses and the nature of such rhetorical discourses and. I plan to rely on extensive amount of rhetorical discourses during various Massively Multiplayer Online Role-Playing Games (MMORPGs) sessions. Relying on the large amount of discourses, I will present why these rhetorical discourses warrant an in-depth exploration by rhetorical scholars to examine the influence of new technologies on rhetorical tradition.

How Net users’ uses and gratification influence their privacy concerns and practices: Take a blog website users in Taiwan as an example.

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THE COMMON ASSUMPTIONS of the online privacy concerns literature claim that net users who have higher privacy concerns disclose less information and that data subjects are always adversarial to data users. This is called the adversarial paradigm, which

does not take social contexts into account (Hsu, 2006; Raab & Bennett, 1998). Under the adversarial paradigm, researchers fail to explain why users asserting to have higher privacy concerns still disclose sensitive information. Thus, researchers instead have to find more social contexts which are essential to users’ privacy concerns and practices on the Internet as well as study what makes users disclose more of their information - the so-called as the situational paradigm (Hsu, 2006; Raab & Bennett, 1998). Given that the Internet is a mass media (Morris & Ogan, 1996), the author assumes that uses and gratification theory may pave the way for a situational paradigm in online privacy research. The study suggests that media use is motivated by needs and goals that are defined by audiences themselves, and that active participation in the communication process may assist, limit, or influence the gratifications associated with exposure. Thus, different goals lead to diverse participation and gratification. However, current online privacy research seldom takes users’ motivations of Internet behaviors into account. The author takes blog users in Taiwan as an example; there is a distinct “staging” or “performing” phenomenon in Taiwan. Some users is always showing off to be celebrates. For the majority of Internet users who have not yet become celebrity, they may enjoy having a reputation among users. This implies that the motivations for some blog (a new media use context) users are quite different from net users in previous studies. Blog users are more like diffused audiences, the concept from the Spectacle/ performance paradigm (SPP) (Abercrombie & Longhurst, 1998). Adopting the diffused audience cycle into the blogs context, some users are drenched with mediascapes, integrate what they learned from the mediascapes into everyday life, and perform them for users’ own visibility. Others are drenched with mediascapes that facilitate discussions and help to attach themselves to some idols. No matter what purpose the users hold, after they achieve a certain level of narcissism, they turn their attention to getting further media drenching and performance. Performing or staging on the Internet means users usually disclose a large amount of their personal information. Are those users aware of possibly losing privacy and being transparent on the Internet? Are those staging users concerned less about their privacy or have they no idea of the consequences of their behavior? Additionally, blog has a very special characteristic in that visual anonymity does not exist as with other Internet technology platforms, because they provide more visual cues, making visual anonymity impossible. How does a visual function on the Internet influence users’ privacy concerns and practices? The staging phenomenon (observed by uses and gratifications and the SPP theories) and the Internet technology platform (blogs) are the two contexts developed in this study to validate the situational paradigm.

Effects of Interactivity on the Audience’s Information Processing: The Moderating Effect of Personal Involvement

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THIS RESEARCH AIMS at examining the effects of interactivity of a website on its user’s information processing and emotional responses. While ‘interactivity’ is probably most heavily researched aspect in the realm of new media, definitions of interactivity disagree in most every research, and often left dubious. On a more macrolevel, the interactive potential in digital media, mostly the Internet, has been hailed as a force to rebuild democracy by demolishing a rather hierarchical communication structure. However, such claim, or hope, cannot be substantiated without clarifying the meaning of interactivity as the users experience and without determining how they actually process information in an interactive setting compared to a non-interactive one.

In order for a more complete understanding of the effect of interactivity, the audience side of the equation must be included in addition to the elements of message and media structure. For this, the Elaboration Likelihood Model (ELM) is used as an underpinning theoretical framework in this study. According to the ELM, personal involvement is a key variable that determines the elaboration likelihood of message processing. Personal involvement antecedes information processing through the central route (i.e., effortful processing), and thus is a strong candidate variable for moderating the effect of interactivity. In other words, the effect of interactivity is postulated to vary across those with high-involvement and those with low-involvement.

A 2 (Interactive, Non-interactive) x 2 (High-involvement, Low-involvement) factorial-design experiment was conducted to gauge the effect of interactivity on various aspects of the user's psychological processing of the message (N=120). Participants with different levels of personal involvement viewed the same message either on an interactive website or on a non-interactive website. Both their cognitive processing of (thorough and associative information processing, cognitive elaboration) and emotional responses to the message were measured.

The results demonstrated that the message presented in an interactive website was processed significantly more thoroughly than in a non-interactive website. Also, in the interactive condition, the user perceived to have greater control and rated the website to be more responsive in communication. However, personal involvement moderated the effect of interactivity in terms of the user's emotional responses to the message. While highly involved users' valence of message processing did not differ much between the interactive and the noninteractive conditions, the users with low involvement exhibited significantly more positive emotion towards the message when the message is presented in the interactive condition than in the non-interactive condition. That is, interactive messages provoked more positive thoughts towards the message, but only when the user was not highly involved. Personal involvement did not only moderate the effect of interactivity on the user's valence but also produced a significant main effect for the associative processing and cognitive elaboration: Highly involved users processed new incoming messages more in association with existing information and spent a greater amount of cognitive efforts.

Taken together, the results suggest that interactivity of a medium is a powerful determinant that alters the way a message is processed both cognitively and emotionally. Nevertheless, given that the extent of elaboration is one basis for strong attitudes, interactivity alone might not be sufficient for inducing strong attitude change through extensive cognitive elaboration. The theoretical implications of the results are discussed in light of the ELM in the interactive media environments.

The Encoding-Decoding Model Revisited

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STUART HALL'S ENCODING-DECODING model has been very influential in the field of reception and "Encoding/decoding" is for good reason regarded as a classic text within cultural studies and reception research (Hall 1980). The text has also been much discussed and criticized. E.g. Morley argued that the model did not differentiate between attention; comprehension; perceived relevance and understanding (Morley 1981). Several critics also have noted the conflation of the encoded meaning and ideological tendency (Pillai 1992). However, few attempts have been made to modify or replace the model. One notable exception is Schröder's multidimensional model which solves some of the problems with Hall's model (Schröder 2000). It is a different kind of model than Hall's, and can be of more general use. In this paper I shall pres-

ent yet another attempt to go beyond Hall. If we first distinguish between the model proper and what I will call the typology, i.e. Hall's partition of different reception positions: dominant, negotiated, and oppositional. Hall seemed to think that texts by necessity are encoded within the dominant ideology. But if we instead do the same partition with the encoded meaning, we can cross-tabulate the encoding and the decoding typologies and get a more complex typology which leaves room for among other things that "oppositional" texts (in the encoded mode) can be neutralized by a receiver decoding from a dominant ideological position. Some empirical examples of this will be given.

AUDIENCE, CULTURE AND CLASS FORMATIONS

Film audiences, genre and social class:
A historical audience research on
cinema going, film culture and class
in post-war Belgium

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CINEMA STUDIES, OR the recently developing field of research on film exhibition, audiences and cinema going (Allen, 2006), firmly reintroduced the concept of social class within the wider area of film studies. Within this line of research there has been a considerable debate on early film viewers. Drawing upon this stream of literature, this paper concentrates upon similar questions of the social composition of film audiences, genre preferences and programming in film venues during the post-WW2 period, more specifically focussing upon two Belgian cities (Antwerp and Ghent).

The paper is part of a wider multi-methodological research project on the history of film exhibition, cinema going and film programming in Flanders (SRC-project the 'Enlightened' City, 2005-8). For this paper we rely upon data in relation to (i) the socio-geographical location of film venues in Antwerp and Ghent in 1952 and 1962, (ii) their programming strategies (genres, origin,...), as well as data in relation to (iii) a oral history part (recent interviews with older movie goers) (Kuhn, 2002). This combined approach makes it possible to go into questions such as: What kind of movies were played in venues with a different type of social profile? Did film theatres with another socio-economic profile have other programming strategies in terms of genre, origin or language? Did film venues in working class neighbourhood play more movies within genres such as the western or gangster movies? What about (city centre) cinemas with a higher class profile? What about the different atmosphere in these cinemas in terms of architecture, decorum, rituals (e.g., buying tickets...), sound, dress codes,...? How do former film fans talk about the experience of going to the movies in film theatres with a different social and ideological profile?

By linking the findings from socio-geographical research, programming analysis and oral history we aim to disclose the complex socio-cultural, economic and ideological forces that shaped film distribution, exhibition, and the experiences of cinema going in post-war Belgium/Flanders.

Symbolic Media Power: The German private-commercial programme “Klassik Radio” and its sociocultural effects

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THIS PAPER AIMS to indicate the unintended, long-term side effects of a German commercial radio programme (“Klassik Radio”) on cultural orientation and cultural identity, in other words: on media related change of the meaning of a distinctive symbol (“Klassik”), collective shared images and codes of cultural practice in Germany.

The theoretical framework of this proposal is a cultural sociological concept in media effects research which includes individual and structural aspects, based on the “philosophy of symbolic forms” by Ernst Cassirer, and the “theory of symbolic power” by Pierre Bourdieu. According to this, society is structured by symbols. These symbols help the members of social groups to orientate and to integrate themselves into the social field as well as to distinct from other groups. The meaning of symbols is first created by symbolic powers, and second built in the collective habitus by negotiation. The collective habitus can be observed in everyday practices.

“Klassik” is an important distinctive symbol. It divides the German society into two groups: the highereducated citizens and the mass. In these groups there are different codes of cultural practice. “Klassik” is not only part of a high-culture but also part of an elite-culture. Limitation on access to this scene is education. A sign of membership to this particular social group is the practice of cultural consumption: how to behave in a classical concert properly and naturally. The private-commercial station “Klassik Radio” was launched in 1990. The programme has been very successful on the audience market ab initio - but for a long time it was a financial disaster caused by the advanced age of the listeners and advertisers not giving the programme a chance. The station’s reaction was to create a new programme which might be attractive for a young and wealthy target group, still using the designation “Klassik”. Nowadays the format contains only 30 percent light classics, the rest is made up of film music, so called new classics and lounge music. The meaning and function of “Klassik” in the format has been changed from education to fun to sensuality to luxury to relaxation. The purpose of this case study is to explore the internalization of this new meaning in the audience’s collective habitus.

The processes of meaning making had been investigated by groupdiscussions (documentary method to account for the practice of discourse) in a specific milieu: the German bourgeoisie. Panel members were searched from non-profit choirs. Relation to Klassik Radio (listeners, non-listeners, former listeners and people who don’t even know about the stations existence) defined the panels. The results of the study suggest a specific sociocultural effect of the programme.

Rethinking class and popular press audiences in China

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WHERE DOES CLASS consciousness come from? How does class analysis still remain in significant point of the study of popular media comparing with discourse about gender, ethnicity or race in China’s society? According to the Weberian class analysis, classes are always a matter of power claims, with its relative control in reality constantly in tension with other power claims. The study of class formation helps to illuminate the continuity and changes of such power claims. Thus, the focus of this paper will

demonstrate how the marketing capital impacts on the reading experiences of popular press audiences in the transformation of China’s society. In other words, through media consumption, the voicing of class particularly in grassroots level has become the cost of media marketization in contemporary China.

After Great Cultural Revolution, in essence, there is a solidly social stratification in China. However, the line of stratification somehow has broke and burred with the open policy gradually. Since popular press is in the leading position instead of Party press in media market, the laid-off, immigrant workers and workers in private enterprises become the main consumers in street newsstands as well. On the one hand, although popular press and its supplements lead the audiences to consuming and dreaming to have a magnificent living, in the meantime, the audiences also find out the non-exist and absence in coverage with their everyday experiences on the other. That is, the meaning of reading experiences to audiences is not what they read but what they do not read in coverage. Because of marketization, it is such a motive power forced China’s media from the mouthpiece of the state authorities transformed to speak out the needs of audiences. Therefore, the coverage of popular press is not only the meaning struggle with different discourses but also the social action with class’s power claim.

Corporate Appropriation of Mass Intellectuality: Travel Guidebooks

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TRAVEL GUIDES ARE a hybrid, intertextual and knowledge-intensive genre. A sole author could not possibly take a grip on the textual meaning of such a hyper-genre. A long while ago guidebook’s complex structure called upon alternative creative collaboration that destabilized the power of individual creativity and shattered the inflated place the Author has long had in the Western intellectual tradition. To adequately curb intertextuality and hybridity, guidebooks are being produced by a network of cooperating people – ‘travel experts’ – who work together and organise the collaboration around a joint knowledge of ‘genre culture’, a system of conventions, expectations, orientations that circulate between industry, text and subject. Nevertheless, no matter how strenuously ‘experts’ tried to represent the reality of travel destination, the paper guidebook remained bound by the ontological limitedness of the language and the narrative to capture the versatile multifaceted reality. A built-in obsolescence is intrinsic to the guidebook, which becomes out-fashioned, out-dated and therefore defective and unnecessary, as soon as a new print edition hits the market. To make up for the ontological boundedness, the guidebook industry has traditionally striving to harness the all-encompassing and panoptic knowledge of a multitude of readers. In the past, guidebooks tapped into the ‘collective intelligence’ of the readership and explicitly drew on users/readers’ creativity as a source of content.

In recent times, ‘the mass intellectuality’ or ‘the general intellect’ of guidebook users – a social repository of knowledges and know-hows indivisible from living subjects and from their linguistic cooperation – has been empowered by the new media technologies that gave rise to intense user syndication and involvement into the genre’s material culture in the form of near real time storytelling, ranking, reviewing, commenting and sharing travel-related content. The intangible, immaterial and non-commissioned labour/agency of the guidebook users started tweaking the genre disturbing the ‘expert’ travel systems of the publishing houses that aptly resorted to appropriation of the technologically empowered mass intellectuality of the multitude. Guidebook’s immanent intertextuality enhanced by the shared digital media and participatory social networks enacts and integrates audiences

into a seamless circuit of production/labour and consumption/leisure.

Using ethnography as a main methodological approach to media production and consumption, the paper focuses on the social construction of intertextuality, which is embedded in the linguistic processes of the social interactions within the guidebook 'genre culture'. In the face of media convergence of the traditional publishing industry and digital media, a process that funnels authentic network interaction into a commercial interactivity, the author aims at acquiring a critical stance on the participatory nature of the interactive media.

The Impact of Skin-whitening Ads on South Asian Women

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THE PERVASIVE SKIN-WHITENING advertisements in Asia often portray fair skin as being essential to ideal feminine beauty (Goon & Graven, 2003). These ads have raised concerns of activists and consumer groups because the ads are likely to exacerbate the existing state of anxiety and dissatisfaction among women with their natural skin, particularly for South Asian women, whose skin tone tends to be dark (Timmons, 2007). In this study, we examine the influence of skin-lightening ads on South Asian women's attitudes towards fair skin and the influence on the women's intention to embark on the skin lightening regime. We use the influence-of-presumed-influence model (Gunther & Storey, 2003) to examine how exposure to skin-whitening ads and peer norms interplay with each other and jointly produces effects on South Asian women.

We conducted a survey of 315 college women in a South Asian country-Singapore. The sample was made of three major ethnic groups in South Asia-Chinese, Malay and Indian. Our findings include the follows: One, college women of the three ethnic groups all held positive attitudes toward fair skin, but the degree of favorableness varied across the groups. Two, regardless of racial background, the college women's exposure to skin-whitening ads led the women to form impressions of their friends' exposure to similar ads and to gauge possible influence that skin-whitening ads may produce on their friends. According to these perceptions and interpersonal communication with friends, the college women then formed perceptions of their friends' attitudes toward fair skin. Finally, the college women aligned their personal attitudes toward fair skin with their presumptions of peer norms. The influence-of-presumed-influence model received support in this study.

Making sense of media consumption in different cultural citizenships. Analysis of three case studies in the city of Aguascalientes, Mexico: the Japanese community, Mormons and immigrants from Mexico city

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THE STUDY OF audiences and media consumption has been traditionally centered in a specific media or genre, and has made important contributions in the understanding of what it can mean in the individual and domestic sphere.

This empirical research intends to work at a larger scale, in the arising questions about the complex roles media consumption

assumes in urban contexts in the tensions between local and traditional identities and the increasing presence of diverse identities that global mobility of people have introduced. In the city of Aguascalientes, like other cities in the world, tradition, cultural homogeneity and an economy based on agriculture are being rapidly displaced towards an increasing plurality of identities because of an intense process of modernity, foreign investment in industries and services, and in the case of this city, as a place to which transfer the heavy federal bureaucracy of Mexico city.

The entry point has been the critical analysis of media consumption in the logic of urban communities that constitute different cultural citizenships in relation to the city. Three cases were selected that represent, the largest foreign community, which is the Japanese because of the automotive industry installed there; a non catholic community in the center of a population which is 95.6% catholic; and immigrants from Mexico city that in the context of the traditional and growing city of Aguascalientes mean an important tension between a provincial and a metropolitan point of view and lifestyle. The study of media consumption in different communities that have very distinctive and different identities has meant a transdisciplinary study based on urban anthropology, using ethnography and interviews in the methodological design, the critical concept of cultural citizenship, and media studies in the perspective of audience and reception studies.

The preliminary results of this study prove that media consumption has an important role in how own and other identities are understood, and how it is a central practice defined by the logic of cultural life worlds that create in a same city different identity spaces and is used to construct in the everyday life different projects of a city, based on the values and beliefs that each community stands for.

MEDIA USE ROUTINES

Media use routines – methodological approaches

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A LOT OF media use is repeated in everyday life. This recurring behavior is often called routine, i.e. a learned pattern of response that is automatically repeated. Routine is usually seen in a negative sense and regarded as having detrimental effects. Nevertheless, little research has been done to elaborate the concept of media use routines. This paper discusses theoretical conceptions and methodological implications of "routine" in audience research. It is reasoned that routine should be understood as a strategy for action. Routines are active fulfillments of recurring needs and save cognitive resources. This is contrary to studies that understand routine as being one motive for media use among others - which would, for example, not allow for routine use of comedy to relax. The paper differentiates routine from ritual, which is a repeated action that has a meaning that goes beyond saving cognitive resources. Routine as well as ritual can be subsumed under the term "habit". In the following, empirical approaches to routines in media use are discussed: One is to directly asking people about their media routines with quantitative questionnaires. Considering that repetition is an element of habit, other researchers approach routine media use by measuring its frequency. The paper points out that repetition must be differentiated between regular use, multiple but irregular use and media use that is not bound to a specific time or content but to particular occasions or emotional states. It is important to differentiate between the extent to which the content used has to remain constant (same media, same programme etc.) and which circumstances of media use are allowed to vary. Apart from repetition, the automation of habitual action

must also be analyzed. So called crisis experiments are based on the fact that routines cannot be executed in significantly changed situations and researchers therefore analyze users' reactions when the conditions for supposedly automatic behavior are prevented. Examples are studies during and after tv blackouts and newspaper strikes. Critics reason that routines prohibit appropriate action because the situation is not subjected to cognitive evaluation but instead a familiar behaviour is chosen. Based on this, a fourth type of study analyzes the course of the decision making process. Behavior that is only cursory is called routine. This method was found to be used mainly with regard to choosing between programme alternatives. The paper concludes with a proposal for a comprehensive study design that allows for analysis of media use habits that is in accordance with theory. Data on the repetition of media use is collected in a media diary. The data comprise time, content used and factors surrounding the use situation. These data serve to identify possible routines and rituals. In a follow-up inquiry a partly standardized questionnaire asks for background information on the repeated actions to help evaluate the automatic character and the motives behind habitual media use.

Media-Generations: The Age Factor in Media Use

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ADMINISTRATIVE AUDIENCE RESEARCH of marketing companies, television and radio stations focuses mainly on target audiences, usually the 14-49-year olds. This age group is widely researched. Common arguments for this fact are: Older people don't change their consuming habits, older people watch television anyway, so we need no effort to program for them, older people don't have enough money to consume and so on. On the other hand, there is the fact, that the so called Baby-Boomers (generation born in the years 1946 to 1964) have outgrown their youth and are reaching retirement ages. This generation has always considered itself active and will still be active and outgoing, even in their 60s, 70s or 80s. Marketing experts now call this age group the "Best-Agers" or "Silverliners" or come up with other friendly names for 'older' people. But we have to be careful using such terms as "Baby-Boomers", since these notions were originally not related to media use and in addition there are different living conditions for the "Baby-Boomers" in different national and cultural contexts. In this presentation we will argue to take a different point of view in the argument of age and media use. We would like to suggest the terminology of different "Media-Generations". Maybe the best descriptions for generations are found if we look at their specific media use pattern, as suggest by Ingrid Volkmer (News in Public Memory. An International Study of Media Memories Across Generations, 2006) and recently done by David Buckingham and Rebecca Willet with the Book titled 'Digital Generations' (2008). To talk about generations in the context of media use, implies to take a look at how different age groups who grew up in different media environments with specific dominant media (i.e. print, radio, TV, computer and internet, mobile devices) have access to reality and make meaning of their everyday lives - with and without media. Core of the presentation is an own representative study that compares media use of the younger generation with the older generation conducted at the "authors institution". We have asked (telephone survey by a professional market research company) 1200 people (600 under 29 years and 600 over 50 years) about their habits of media use. We included the following media: television, cinema, books, magazines, news papers, DVDs, videos, music cassettes and records, pc, internet and mobiles telephones. The data show significant differences in the importance of the different media, the way they are used and

what role they play in the lives of the different generations. Looking at movie audiences for example we see, that the older generation has significantly different motives for movie attendance. Having fun is far less important to the over 60 year old than to the 14-19 year old. 72 percent of that young generation is seeking suspense in the movies while only 50 percent of the older ones do. For most media we see significant differences, which we will demonstrate.

Using also results from an audience study of the "Lord of the Rings" we would like to show how spectators of different generations make meaning of the movies in different ways. In our conclusion we want to suggest a first taxonomy of media generations that can be helpful in understanding age-related differences in media use, reception and making meaning.

The Channel Repertoire of the viewer as a site of television audience transformation

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THE AIM OF this paper is to theoretically and empirically outline channel repertoires as a site of change in the centre of contemporary transformation of television audiences. A channel repertoire is the array of channels that the television viewer regularly uses and chooses. Channel repertoires are individual and supposedly differentiated between groups in line with the underlying principles that guide contemporary audiences formations. Channel repertoires are as such both an cultural expression of layers of late modern identity formation and a cultural consequence of changes in content as a continuously moving structure in relation to which identity formation take effect.

From the perspective of consumer research channel repertoires can be defined as the individual consideration set at play when watching television – a tactic of the consumer. From a broader sociological perspective channel repertoires should be elaborated as a central site of social and cultural transformation of everyday television choice - as a type of late modern, reflexive, everyday choice strategy tied to television viewing. Channel repertoires are in the paper elaborated as individual watermarks that can be traced and followed over time as expressions of the audiences' identity formation in response to content change.

The empirical enquiry of the paper will map out patterns in channel repertoires as layers of audience formation in Sweden. The question that will be answered is how channel repertoires as everyday choice strategies has been transformed since 1998 - when half of the Swedish population was reached by five channels - till 2007 - when half of the Swedes were reached by 15 channels. The time period comprehends most of the implementation of digital terrestrial television (completed in October 2007) a shift that puts an end to "scarce choice" as an option as all Swedish television households are turned into multiple channel households. The empirical evidence is based on behavioural People Meter data – Nielsen type – that depicts television viewing behaviour in 1000 to 1300 households during the time period 1998 till 2007.

Audience Behaviors in a Multi-Channel Environment: Audience Fragmentation and Polarization in South Korea

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THE EMERGENCE OF multi-channel media such as cable and satellite televisions during the last decade has dramatically changed the landscape of the media environment in South Korea. In Korea, the three broadcasting networks (KBS 1, 2, MBC and SBS) that dominated the broadcast market from the nation's early days until the late 1990s are now increasingly losing their grip due to severe competition from cable and satellite broadcasters. Cable television, which failed to gain significant audience ratings after its inception in 1995, started to represent a substantial portion of the total viewing audience once drama, movie and game cable channels were in service between 2002 and 2003.

A useful analytical framework that explains how changes in the media environment produces two features of audience behavior, audience fragmentation and polarization, at an aggregate level. Audience fragmentation refers to a phenomenon in which the mass audience becomes more widely distributed across many channel options. Audience polarization is a concept associated with audience fragmentation. It accounts for the tendency that audiences move toward the extremes of either choosing or avoiding some programs or channels.

This study aims to gain a precise understanding of how audience fragmentation and polarization have developed since the inception of multi-channel media in the Korean broadcasting market. Considering the progress in the Korean broadcast market, this study traces the development of audience fragmentation and polarization by using Nielsen's people-meter data from the years 2001 (terrestrial-network dominant), 2003 (initial stage of the multi-channel environment) and 2006 (stable stage of the multi-channel environment).

The results reveal that the multi-channel structure constraint has shaped different viewing patterns from 2001 to 2006. The share of total audience, weekly cume, TSV (total share of viewing), share-within-cume and the ratio between s-cume and share show quite different patterns from year to year. More and more viewers have stopped watching the old terrestrial TV stations and now spend more time watching the channels of their choice. No longer do viewers consume a similar, broadly appealing diet of news and entertainment. Rather, an avalanche of programming targeted to the specific preference of viewers has fragmented the audience beyond recognition, and the results of this process are segmentation and polarization. However, the levels of segmentation and polarization are found to be rather modest in Korea due to the fact that the dominance of the 'big four' terrestrial channels is still too large. These findings are, to some extent, consistent with those of Webster (2005). So, instead of enjoying the opportunity of channel abundance in a multi-channel era, Korean viewers are perhaps still bingeing on the diet of a few terrestrial channels. And thus, they are living in the era of "Poverty of Viewing" even though they are eligible to enjoy the privileges of "Channel Abundance".

The importance of media use in public understanding of science: focusing on media effects on science knowledge and support for policies in Korea

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THE PURPOSE OF this study is to investigate the importance of science media uses in motivating public interest, knowledge, atti-

tude and support for science and technology in Korea. Historically, most of the research on Public Understanding of Science (PUS) has been focused on institutional education, while non-institutional learning channels such as the use of science media is relatively disregarded. However, the average adult spends only a certain time in formal schooling in his or her entire life (Falk, Stroksdieck, etc., 2007) and school-based science learning offers only limited "text book" knowledge. In addition, the majority of people acquire information and knowledge about science through the mass media rather than formal education (Korea Science Foundation, 2002, 2004). These evidences point us to the need to illuminate the contribution of media use in the public understanding of science (Miller, 2004; Nisbet, etc., 2002) Moreover, building on the research literature on the relationships between interest and knowledge or knowledge and attitude towards science, we argued that there is great need to clarify the complex relationships among public interest, knowledge and attitude toward science, and also their support for science policies. This research presents three research questions. First, what effect does science media use have on the public interest, knowledge, attitude toward science and their support for science policies? Second, does science media use have a stronger effect than institutional education? Third, does science media use have a direct effect on the public support for the science and technology policies? This research used the Structural Equation Model (SEM) using the dataset The survey of Public Understanding of Science in Korea, collected by the Korea Science Foundation in 2004. The dataset includes seven latent variables such as science media use, college major, interest and knowledge of science, belief and reservation attitude toward science, and support for policies of science. In analyzing this, we found that the impacts of media use and college major on the support for science policies were directly or indirectly mediated by the interest, knowledge, and attitude. The result shows that science media use positively affects the support for science technology policies through interest, knowledge, and belief in science. Second, compared to the effects of formal education by each college major, effects of science media use scored higher in the knowledge and policy support. Third, science media use had also a direct effect on the support for policies even without other mediating variables. Further implications are discussed.

The Construction of "Audience Knowledge" in Cable Television Market: A Case Study of Popular Music Channels

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THIS STUDY CRITICALLY explores the processes and meanings of "audience knowledge" production in the current cable television industry in Taiwan. As a case analysis, the study chooses the two most popular international music channels among young people worldwide - MTV and ChannelV- as the sites of observation. The study combines the micro discussion of audience behaviors and the macro analysis of media ecology with regard to the transnational appeal of popular music channels. The aim of this study is to uncover how the increasingly prevalent format channels construct formal and informal audience knowledge, and use it as the asset to make "institutionally effective audiences" in the fragmented markets of multi-channel media environment.

The analytical framework of this study is put forward with the three-fold data collected in the areas of popular music market, programming and advertising strategies, as well as the changing format channel audiences in Taiwan. In terms of research methods, this study applies three different approaches - archive data analysis, institution interview, and focus group interview - to understand the organizational strategies of music channels in the construction of audience images. The results generated from

these various sources are sorted to (1) systematically untangle the concept of “format channel audience” in the commercial television markets, (2) critically examine the logic of “audience commodity” trade between different organizations in the relevant industries, and (3) empirically discover how transnational media organizations and industries come to create the “utility value” of music channel audiences in the glocalized context.

The study bears several significant implications. Firstly, it combines the analyses of media industry, organization, and audience. In particular, it puts audiences in the context of meaning production within the media organizations, and reconsiders the social and cultural connotations of contemporary media audiences. Secondly, this study applies a dual analytical framework of “structure

vs. agent” by emphasizing both the institutional structures of media organizations and the creative characteristics of media audiences. Such an approach has not yet been well implemented in past research in the field of communication studies. Thirdly, the study not only examines the relationships between popular music channels and global youth culture, it also takes a step further to historically review how MTV and ChannelV, as transnational media organizations, have adjusted their channel positioning and organization strategies in response to the impacts coming from new communication technologies like the Internet and MP3. The findings can be used as important references for future research of similar kinds, such as news channels, religion channels, home-shopping channels, and so on.

Communication Policy and Technology Section

2

Communication Policy and Technology

Internet Governance: Myth and Reality

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IT IS A FACT that, in spite of the astonishing growth of the Internet in terms of users, geographical spread, and in spite of it becoming more and more an ubiquitous and a meta communication medium, only recently has the issue of Internet Governance (IG) emerged on the world political agenda (Chadwick, 2006).

The discussion officially started at the World Summit on the Information Society, in Geneva in 2003, continued in Tunis in 2005 and had, as the main result, the establishment of the Internet Governance Forum. Its main mandate is to promote multistakeholders policy dialogue in addressing issues related to Internet Governance.

Very recent is also the recognition that IG should be a phenomenon broader in its reach of the reform of ICANN and the regulation of particular issues such as copyrights and e-commerce, to quote only two of the most frequently debated, on which the attention has been, so far, focusing.

As of today the concept of what IG is still unfocused as well as the nature of the organisation(s) that should administer it. Meanwhile, organisations that historically had authority over address space management (ICANN) and standards development (ISOC and W3C) continue to administer vital resources and develop code for the Internet and the WWW. In parallel, while many see the Internet as The instrument to move towards a knowledge society, important actors of the Internet are trying to put in place systems that might sensibly change the experience of the Internet we enjoy today. Until the means of a global IG will be put into place, the situation will favour Internet shareholders rather than Internet stakeholders, a situation that civil society and developing countries have contributed to denounce in the last years. The issue here is that while the IGF is discussing about what and how should be governed on the Internet, industry and governments around the worlds are taking control over it.

The main aim of this paper is to systematize into a coherent framework the history and possible approaches to IG to understand whether the current framework being developed by the IGF is be able to assure a truly *global* multi-stakeholder character which takes also the important dimension of diversity into consideration.

In order to do so we will: 1) present an analysis of the main milestones of IG; 2) present an analysis of the main different ideas about IG; 3) propose a framework in which the idea of the Internet as a global public good is the solution to advance towards a global multistakeholders governance of the Internet.

This article presents a multilevel and multidisciplinary analysis, very much in line with a socio-constructivist approach, to technology development in which technology and infrastructure, actors and interests, models of governance are considered as equally important. It will offer the readers elements of critical thought and will put the issue of IG into perspective with reality. It will mainly rely on the analysis of literature, interviews and proceedings of the different IGF meetings.

WSIS/IGF political presence and digital divide issues: seeds of public policies?

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THE ARTICLE DISCUSSES the concept of public policies, being presented several manners by which these public policies may be constructed, highlighting the actors network and making a comparison with the multi-stakeholder process due to the current importance of this kind of partnership in the promotion of successful ICT policy-making, what implies access possibilities for all. The major aim of this article is to argue about public policy-making process in the digital divide issues, focusing the WSIS/IGF movement as a seed field. The research is based on the Discourse Analysis theoretical-methodological approach, in which the language is seen as opaque, not transparent, and it is important to comprehend what a discourse means, knowing that history and ideology are constitutive of the discursive materiality. Therefore, language is always related to its exteriority, and more than this, the production conditions are language constitutive. In this article, it is presented the presupposition that to better understand about the public policies of one specific sector, it is not enough to know programs and projects, but to be aware of the process - were there several social instances involved in? Which meanings circulated and which were stabilized? Which integration and action possibilities were constructed? So, taking into account democratic processes categories, three variables are analyzed: IGF participation and representation indicative data, the WSIS stocktaking data as well as the meanings of digital divide in WSIS/IGF documents. To finalize, some actions of Latin American countries related to digital content creation and circulation processes are described as a way of empowering society presence in the digital world. By presenting these quantitative and qualitative data analyses, this article seeks to contribute for the improvement of our comprehension about the public policies configuration process with the objective of narrowing the digital divide, and as a consequence, it lets us to perceive some gaps to mind.

Keywords: public policies, digital divide, WSIS/IGF, digital content, Discourse Analysis.

The New Multistakeholderism Equation and Internet Governance

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MULTISTAKEHOLDERISM, THE INVOLVEMENT of civil society and other non state actors, is a popular term today whether in discussing environmental, health or internet policy. This paper uses a case study approach to examine multistakeholderism in internet governance through a comparative focus on multistakeholder organizations involved in internet governance and includes a needed focus on culture and cross-cultural communication. It analyzes whether a bandwagon effect may be in play, borrowing from models in the environmental and health arenas, and to what extent actors from disadvantaged groups around the world are a part of the multistakeholderism equation.

Using episode analysis and focusing especially on four of the now eleven multistakeholder Dynamic Coalitions formed in conjunction with the UN-convened Internet Governance Forum (IGF) in its third year, knowledge transfer both across dynamic coalitions and between the coalitions and the IGF is tracked. The principle of involving multistakeholders at the organizational level parallels a need for viewing internet governance discussions being carried out in networks of networks settings characterized by diverse and interacting organizational, institutional, occupational, local, national and regional cultures.

The findings of the research project discussed in this paper raise questions about the Internet Governance Forum and its absorptive capacity as well as about the absorptive capacities of multistakeholder organizations and their networks. How do such multistakeholder organizations integrate knowledge within and across boundaries? And how do culture and communication technologies play roles in these complex networks, set across power divides and related inequalities?

Sanwal, focusing his research on the field of environmental governance, has cogently argued that the distinctive feature of the environmental governance field is an "interactive cluster of institutions and processes galvanizing capital markets." While, the paper proposed here illustrates that the defining feature of internet governance today (in addition to the nature and speed of its information intensive technologies) is a similar notion of an "interactive cluster of institutions" galvanizing, in this case, nonstate as well as state actors, the process for internet governance is much messier. The equation for internet governance, at least in terms of the research reported here, does not necessarily imply a balanced equation among the developing, least developed and developed nations of the world. Rather this paper finds that the new equation for multistakeholderism, while an improvement over pre-Internet Governance Forum (IGF) involvement of nonstate actors, is still in flux and producing unequal outcomes.

Sanwal, M. Evolution of Global Environmental Governance and the United Nations. GLOBAL ENVIRONMENTAL POLITICS 2007, VOL 7 : NUMB 3, pages 1-12

2015 and then what?

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THIS PAPER ASKS what is the best unit of measurement and indicators to measure the extent of the digital divide and how long it will take for the countries that are behind to catch up. These are urgent questions. Both the Millennium Development Goals (MDGs) and World Summit on the Information Society (WSIS) Targets are focused on 2015 for achieving poverty alleviation and connectivity for the poorest of the world's poor. While there are many efforts to bridge the divide, hearsay is that the gap is just widening. Is this true? Our work addresses this question by drawing on the latest ITU statistics and indicators in use to analyse the extent of the gap (as measured in years needed to catch up with the leaders) and to identify what the methodologies of leading indices, the Digital Opportunity Index and the ICT Opportunity Index, say about how big the gap is.

Via a comparative analysis of results we then suggest new and more appropriate ways to measure the gap. Studies that investigate how the poor use and value ICT identify different modes of use and different forms of technology adoption and appropriation. If the methodology for assessing adoption does not take practical or cultural differences into account, then it risks failing to capture the real extent of ICT penetration and use. In the same vein, intermediaries are a key factor in network extension and they can also serve to promote social cohesion more generally - but it is difficult to capture instances statistically.

Because leading indices tend to focus on elements that can be counted, there is a tendency to downplay the importance of policy and regulatory environments that promote innovative approaches for extending and broadening access to network infrastructure - including diffusion by intermediaries (such as schools, radio and television) and community access which imply a different kind of vision on universal access policies.

Diversity as an Emerging Principle of Internet Governance

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THIS PAPER WILL investigate the ongoing emergence of diversity as a guiding normative principle of Internet governance. This paper starts from the premise that principles play a fundamental role in the development and implementation of any regulatory regime, but that the communications policymaking process historically has suffered from ambiguous and sometimes contradictory conceptualizations of its guiding principles, and from such principles functioning more as rhetorical devices to be exploited by stakeholder groups rather than as analytical tools to be used by policymakers.

This analysis will be structured around a comparison of the conceptualization and application of the diversity principle in traditional mass media regulation with its developing conceptualization and application in the realm of Internet governance. As this paper will make clear, within the context of Internet governance, it is the notion of linguistic diversity that represents the core element of the diversity principle. In addition, within the context of Internet governance, this notion of linguistic diversity is inextricably intertwined with the notion of enhancing equality of access to Internet infrastructure and content. Thus, within the context of Internet government, linguistic diversity is fundamental to achieving desired access goals. This paper also will illustrate how, when the principle of diversity is globalized in scope, the separation between the policy principles of diversity and localism that is characteristic of the traditional mass media realm largely evaporates, as the availability of *locally* oriented content that is provided in the *local* language becomes a key component of the diversity principle.

This paper will explore these linkages between diversity, access, and localism in an effort to articulate a concrete model of diversity as a principle of Internet governance that can potentially circumvent the decades of ambiguity and definitional inconsistency that have characterized the diversity principle in traditional mass media regulation, and establish the specific contours of the emerging diversity principle in Internet governance.

In addressing these issues, this paper will analyze the growing governmental, NGO, corporate, and academic discourse surrounding diversity and its relationship to Internet governance, with a particular focus on the deliberations and analyses that have taken place in conjunction with the United Nation's World Summit on the Information Society and the associated Internet Governance Forum. This paper also will draw upon participant-observation data gathered from attendance at the 2007 Internet Governance Forum in Rio de Janeiro, Brazil.

Mobile Telephony as Bridging Technology of Choice among the Poor in Jamaica

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THE CONCEPT OF using the cellular phone as an intermediary or bridging technology to higher levels of interactive and broadband applications among the poor has not been widely explored as a development strategy. Jamaica provides a useful context for this analysis as the country, with a 94-96% cellular penetration rate, ranks among the top Latin American and maybe global players in terms of mobile tele-density.

Cost reductions emerging from the liberalization of the Jamaican telecommunications sector, starting mainly in 2000, have radiated greater access outwards to the margins of inner city and poor rural communities. This has reflected itself in a tide of

cell phone acquisitions using mostly pre-paid credit systems, with consequent fixed-to-mobile substitution rate galloping ahead of global trends.

The paper combines the results of a national Jamaican household survey of low-income mobile users with the findings from two qualitative studies conducted in late 2007 and in January 2008. Against this empirical background, it draws the conclusion that low income Jamaicans are not technology averse, but instead appear to be enthusiastic adopters of available technologies within their economic reach.

The opportunity exists to build on this techno-savvy attitude and on the ubiquity of basic mobile telephony to create bridges to more advanced educational and economic tools for personal and national ICT development. With desktop and laptop computers still out of their cost range, mobile broadband, if made more accessible, could help to bridge the technology gap into wider use of broadband by the dispossessed. It could also connect more low-income people to the Internet through simplified protocol platforms such as .Mobi.

Results from the quantitative and qualitative pro-poor studies in Jamaica bear relevance to the lives of people in similar contexts globally. The data suggest that disadvantaged women and men may be empowered by mobile telephony into using the Internet as one route to challenge their poverty. The greater ability to communicate on the run with family, with overseas partners and with informal work environments is already creating new opportunities for the practice of *telework* and for better management of remittances and personal economic engagements.

Income generation and digital mobility: "motoboy" emancipation in Brazil

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"MOTOBOYS" ARE COURIER services operated or serviced by low income, motorbike riders in the City of São Paulo which include a variety of organizational forms. Some are self-employed individuals, others are Small enterprises specialized in delivery services. Our field study surveys selected participants and evaluates the evolution of their cell phone usage patterns so as to measure and interpret the following impacts and opportunities:

- impact on calling patterns (behavioral changes, value-added by users),
- impact on social and work networks (hierarchies, identity and expression),
- economic and technological opportunities (tools for problem-solving, income patterns).

This research project is part of the City of Knowledge "digital emancipation" paradigm, related to "civic intelligence" as part of socially relevant digital networking practices. Digital emancipation has been proposed as a conceptual horizon for policy-making related to glocal development in December, 2005, at the first international conference on digital emancipation, held in Brazil by the City of Knowledge at the University of São Paulo. Human development as emancipation definitely places the weight of the action in the local dimension - stressing traditional and informal knowledge whenever possible, so that human development under mediatic capitalism can lead to sustainability, identity and civic intelligence. These characteristics have often been highlighted by development funding agencies, that are growingly conscious of the rising importance of glocal economics for the appropriate design and implementation of development policies. Micro and nanoeconomics may in this context be more relevant than classic macro and microeconomics. New forms of exchange, gift, collaboration and collective action involve not only technical choices but a fundamental regard towards the emancipatory potential of each policy

and technological option. Empowerment in the creation of representations may be as important as job creation for the youth and actually may be a condition for the latter to emerge. The critique of local, regional and global as well as other (gender, faith, language) representations of the world in the media becomes as crucial as access to software codes and network engineering. Emancipation is also defined as an antidote to the "digital divide" mindmap, so that a philosophical and political turn moves technological advances into human development tools at both local and global dimensions.

Keywords: digital emancipation, iconomics, knowledge society, smart mobs

The Politics of Mobile Phone Technology in Iran

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IN DEVELOPING SOCIETIES, where uneven development projects and conflicted socio-political policies and objectives form part of the context of the new media, such media could have a more transformative power, especially in the long term. In this paper, we explore mobile phone technology and industry in Iran. We will also report on survey data we have collected that examine perceptions, attitudes and uses of young mobile phone owners in Iran. Additionally, we will consider its history, policy and regulatory decisions by the state, and its (potential) impacts in the socio-political registers.

Mobile phone technology was introduced in 1992 in Iran. By 2002, 2,414,000 mobile phones were sold. According to the latest statistics released in late 2007, the penetration rate has reached 33%. It is predicted that this number will rise to 50% by 2010. Ministry of Information and Communication Technology (MICT) has the authority to regulate telecommunication sector, which includes the mobile phone technology. The pace of "privatization" has faced many challenges, for reasons that we will discuss at length in the paper, even as the Supreme Leader of the Islamic Republic of Iran has criticized the officials for ignoring the private enterprises as recently as 2006.

Among the most widely used features of mobile phones in Iran is SMS (Short Message Service), used for various purposes and content (we present data for such categories as private communication, social communication, and jokes, with special attention paid to a taxonomy of jokes). The political significance of mobile phones in Iran could be organized around the following topics. First, mobile phones have been used as a tool by politicians for campaigning and for mobilizing their supporters. In recent elections for City Councils and during the 2005 presidential election campaign SMS was used heavily for campaigning and mobilizing supporters. Second, SMS has become a tool of expression in a context where popular mass media such as television and print media are subject to state control. Iranian youths use SMS for a variety of occasions to acknowledge global events that are routinely ignored by the government (e.g., International Women's Day). Third, SMS has become a channel for political protest in various forms (e.g., after the rationing of gasoline was announced, the volume of protests messages regarding this decision via SMS led the authorities to limit access to it temporarily in some areas). Fourth, SMS and mobile phone have facilitated the creation of "smart mobs" in the service of social movements. Fifth, this technology has contributed to the erosion of the aura of religious authority figures for many. In addition to these political impacts, we will discuss a number of long-term socio-cultural consequences (e.g., national identity, bifurcation of culture, security, and women's mobility). The Islamic Republic perceives the technology of rapid transmission of messages that defies state's control as a threat. Not unlike the case of Internet, as we discuss in the

paper, the state's own initial policies, often unwittingly, have led to its present predicament.

The "Wonder Phone" in the land of miracles

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SOCIAL SCIENCE RESEARCH on mobile communication in general and on mobile phones in particular has been burgeoning exponentially during the past decade. Most of this research, however, by a growing number of scholars around the world, has been piecemeal. Using a variety (and sometimes combination) of methods - surveys, naturalistic observations, secondary analysis of existing data and so forth - most studies have focused on some specific aspect of mobile phones: regulation, attitudes, patterns of use, identities, privacy, fashion, music, artifacts, etc. With few exceptions, what seem to be lacking are more holistic analyses of the impact of the mobile phone on an entire society or culture. In other words, the time has come to begin thinking about the social impact of mobile telephony in broader terms.

The paper will describe how the mobile phone has helped Israelis experience "being there" as a security net holding family members together and providing a lifeline during traumatic existential crises.

"Meet you on Facebook: A Symbolic Interactionist Approach to Social Networking"

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THE RAPID GROWTH of social networking websites such as *MySpace* and *Facebook*, which are particularly popular among teenage and college-aged individuals, invites questions as to how the wide variety of resources available online are used alongside traditional mass media and interpersonal interactions. The widespread adoption of technology and the popularity of social networking also invite us to reevaluate our concept of community, and examine the potential rise of new forms of social exclusion based on the digital divide and economic disparities.

The current pilot study seeks to discuss what motivates young adults to use social networking and other types of online media; main patterns in online media use; and the impact of social networking and online life on offline social interactions. This study also examines the impact, importance and reach of these digital communities, from the point of view of users and adopters; if economic disparities and the digital divide have created a new type of social exclusion; and what has kept non-adopters from joining social networks.

Recent research suggests that online communities are appropriately viewed through a symbolic interactionist perspective (Fernback, 2007; Robinson, 2007). Symbolic interactionism postulates that, unlike traditional views that assign the origins of meaning to people's own psychological state, or to objects' and events' intrinsic meaning, the origins of meaning would rest on people's interaction with each other (Blumer, 1986). According to this view, the meanings (and satisfaction) users would derive from their participation in social networking sites would come in great part from their personal interaction with other users. We hypothesize that, in this context, the need to be accepted and included would be the main motivator prodding young users to adopt social networks.

Given the symbolic interactionist framing of the current study,

the need for detailed participant data, as well as its focus on personal use of social networking and online media, the researchers decided to employ qualitative methodologies. Media journals and focus groups were utilized to examine motivation for the adoption (or non-adoption) of social networks; patterns in the use of social networking websites and other forms of online communication, such as email; and the effects of online media use on offline interactions.

Early results from the study indicate strong instrumental uses for convergent technologies, as well as a complex set of socially negotiated rules governing acceptable uses of the Internet, devices, and media use. These rules vary depending on the status of participants and other contexts of the interaction. Specific intrinsic personal motivations for convergent technology use were also identified, such as perceived convenience and need for information.

Real life extension in Web-based social networks: The construction of self among student

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ACCORDING TO RECENT Internet research, most people use the Web as a supplement to or an extension of their existing lives. Manuel Castells calls this complementary role *real life extension* (Castells 2002: The Internet Galaxy: 118). What we have always done, or always wanted to do, we can now do using the Web. We use the Web if that is the best way available (whatever "best" might mean in a given life situation: faster, cheaper, together with others, alone, private, public). Starting among university students, spreading to school children, professionals and further Web based social networks, such as "facebook", "linkedin" or "StudiVZ" have emerged as a way to communicate via Web. The German version of "facebook" is "StudiVZ", a Web based social network for students went online 2 years ago (October 2005). StudiVZ claims to be one of the biggest social networks in EUROPE, with reportedly about four million members as of AUGUST 2007. In the public discourse usually questions of privacy, securing data and the cases of future employers looking at the "facebook"-profile of prospect employees are discussed. A German journalist has even participated in 'StudiVZ'-self-test for 6 weeks, leaving him exhausted by all the information, communication and interactivity (Die ZEIT). The academic discourse has often focused on legal matters or fakeness or authenticity.

Our research focus lies in the construction of self of users of "StudiVZ". We will argue, that the social networks are not only a way to communicate efficiently, but also are an instrument of construction self-identity. Users, in this case, young people, can upload varied information about themselves, true or untrue, and construct an image of self. Our presentation will demonstrate the mechanism of the construction of self via Web-based social networks.

We have conducted qualitative focus group discussions, as well as online-research via questionnaire asking all student of a German city with three universities, how and why they use StudiVZ (the German "facebook"), concentration on their self-representation.

The importance to self-identity and constructing stems from the individuals manifold role in modern society. On the one hand, individuals are subject to the conditions of the modern computerized and globalized work societies. These societies have developed a degree of complexity and subsystems.. The problems associated with these rationalized subsystems have been discussed academically in terms of acceleration of time, risk, the knowledge gap, digital divide and social divide (Beck 1986, Giddens 1996).

Research in the social sciences describes and explains this

problem of the individual as one of identity politics (Beck 1986, Giddens 1996). The term refers to behavior strategies and decision-making patterns in reference to the individual's positioning in the relevant subsystems, under the conditions of increasingly media-saturated information and communication.

This case study shows the new complex quality and the potential of Web-based communication in social networks, and with it the ongoing structural transformation of person-to-medium-to-person relationships. When we analyze the media in this way for the implications of its use, for its social effects, we see that *not the medium, but the role the medium plays in the social use, is the message*. Freely restating McLuhans famous phrase.

Participation in Online Communities among Czech Internet Users: Demographic Divides, Psychological Motivations and Social Interactions

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IN THIS RESEARCH paper, we examine the phenomenon of online communities, which has been recently gaining attention from social scientists working in the area of Internet and computer-mediated communication research. Building on the existing knowledge and data available from other countries, we empirically investigate, by means of a quantitative survey, the presence and characteristics of online communities in the Czech Republic. Within this research, we focus particularly on analyzing the existence of gaps based on selected socio-demographic factors (age, gender, class and education), as well as gaps between regions and cities, which are all factors which have been repeatedly detected as important factors influencing access to the Internet and intensity of its usage, and which in our study have manifested as variables determining the participation in the online communities (most significantly age, class and the size of domicile). In the second part of our study, we juxtapose these factors to the individual motivations of participants of Internet communities (N=200), who were asked questions about the subjective importance of belonging to an online group and about their perceived social and psychological gains from that membership. Apart from that, our paper also examines the question of correlation between the intensity of engagement in online communities, and the quality of their participants' social life in the "offline world" (measured primarily by the number of online/offline friends and the amount of time spent with them or with their families). Our findings do not confirm the hypothesis about the virtual world substituting the "real" one in terms of people's social life and contacts; on the contrary, they suggest that the correlation between these two forms of social interactions is rather positive than negative.

The analysis, which we present as a pioneer study aimed at the Czech Internet users, is conducted on the data from the World Internet Project, which in 2006 surveyed a representative sample of the Czech population (1710 respondents aged 12+).

Characteristics of Elders' Self-presentation and Activities in Virtual Communities: A Comparative Studies in Chinese and American Senior-oriented Websites

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THIS STUDY EXPLORES the features of senior-oriented virtual communities and how the elders construct online social network-

ing in different countries by comparing the first senior-oriented website in China-OldKids and one of the most popular senior-oriented websites in the U.S.-Eons.

Former study reveals that no matter in the largest developed country (the U.S.) or in the largest developing country (China), older adults do lag behind the younger population in terms of using computer and Internet. However, through adopting document analysis and textual analysis (on postings in Bulletin Board System and blogs), this study reveals that more and more elders begin surfing Internet in both countries; and they do not only show positive age identity in their self-presentation in their blogs but also construct interactive networking in virtual communities (include seeking friendship and obtaining social supports). By doing interviews with the website members, the study also finds that computer-mediated communication_CMC_ can benefit the elders in prompting them to get access to diverse information and relationships and improve their psychological well-being.

As the development of computer-mediated communication among the older people in China fall behind that of the U.S and the two countries are quite different in cultural context and political environment, there are many differences between the two senior-oriented virtual communities:

First, while Eons members treating the online community as an important site for seeking romance, few OldKids members express their motive for seeking romance online; second, although the administrators of the two websites do examine members' postings, Eons members still own the autonomy to create various types of discussion groups and talk about religion, sex and politics freely, while OldKids members could not create discussion groups by themselves and seldom talk about the sensitive topics referred to religion, sex and politics; at last, although in both senior-oriented online communities, members interact with their peers both online and offline, which confirm the weak-tie network theory; OldKids founders and members show greater enthusiasm in organizing and taking part in offline gathering than their counterparts in Eons.

It is significant for this study to explore the characteristics of older people's online activities; because corresponding to their status in real world, the elders are marginalized in virtual world to most extent. Moreover, although nowadays most countries are facing the social problems aroused by increasing aging population (including the U.S. and China); most former studies only explore the relationship between the elders and their CMC usage in western background. Therefore, it is meaningful for this study to explore the influence of CMC on the older people in both western developed country and Asian developing country. In a sum, the findings of this study may not only enrich the understanding of a type of special virtual community-senior-oriented online community but also improve the understanding of the benefits of CMC on the older people.

A micro-social Digital Divide in a networked society? Empirical Evidence from a longitudinal social network study on consequences of mobile telephone appropriation among teenagers

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TRADITIONALLY, THE DISCUSSION about a Digital Divide has denounced inequalities in knowledge and civic participation due to unequal access to and use of digital media. This discussion was much bound to a classical understanding of media as providers of a public sphere indispensable for civil society.

This macro-social perspective has somewhat obstructed our view from a new menace emerging in the micro-social domain of

interpersonal relations: As personal interaction is increasingly mediated by technological means such as mobile telephony, e-mail, instant messaging and social networking platforms, technology is interlacing into the micro-fabric of personal links at the core of society. Thus, the hypothesis of a *micro-social Digital Divide* holds that individuals are marginalized within technologically connected social networks due to a deficit in access to and in use of these key technologies.

METHODOLOGY

The study presented tests and explores this hypothesis in the context of mobile telephone appropriation among teenagers. It was realized in 16 school classes in Germany (~400 students aged 13 to 16). Methodologically, the study goes beyond a classical statistical analysis of survey data in three points:

- *Social Network Analysis* provides the depth of focus necessary to analyze interpersonal links, permitting to distinguish group structures and to evaluate the degree and quality of individual actors' integration.
- A *longitudinal design* traces the mutual shaping between social structure and mobile telephone use over time (1st wave 2006; 2nd wave 2007).
- A *qualitative analysis* of responses to some supplementary open questions allows to reconstruct the individual perspective of both users and non-users on the mobile telephone's social impacts.

RESULTS

Results from Social Network Analysis indicate a first and a second level micro-social divide:

- While the size of users' and non-users' friendship networks is equal, both groups stay amongst themselves: Non-users make up more than 30% of non-users' best friends, but less than 10% of users' nominees.
- A second level Digital Divide emerges between those using the mobile telephone only for text messaging and those communicating through more sophisticated - and more expensive - channels (exchange of ringtones, pictures, videos etc.) Thus, even a complete diffusion of the mobile telephone will not solve the problem, because ever new cutting-edge functionalities embedded in the technology will separate users from non-users.

However, other indicators put these findings into perspective:

- The longitudinal data show that getting a new mobile telephone between the first and the second wave does not lead to an increase in social integration; nor does losing one provoke isolation.
- A scale of subjectively perceived social integration indicates that overall, mobile have-nots are not less satisfied with their situation.
- In their responses to open questions, they mostly describe their non-use as a deliberate choice or a parental decision they agree with.

DISCUSSION

These findings lead to a concluding discussion of the micro-social Digital Divide's present impact and future evolution. While today the phenomenon can best be observed among adolescents, it will arguably attain global importance as technologically mediated personal networks further penetrate society.

Emerging integration challenges of 'users' versus 'technology': a multidisciplinary research flow drawing on 'user-centered design'

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THE LITERATURE DEALING with the impact of technology on society and vice versa consists of a wide range of theoretical frameworks. In this respect, the 'technological determinism' perspective can be regarded as a very influential theory on technology adoption. Challenged by numerous other traditions, such as the 'Social Shaping of Technology' approach, the notion of technological determinism refers to the impact of technology - and more concretely new technologies - on society. In this 'technology-push' view, technology is considered as the prime mover of transformations: observed changes in society are 'caused by' or 'the effect of' technological developments. As a result, the adoption and use of technologies follow a predictable path, largely beyond other influences (social, cultural, economical, etc.).

Although this deterministic perspective remains the dominant view in some fields, it has been widely criticized by other theoretical approaches, which put a clear emphasis on the negotiation process between societal and technological forces. These forces have the potential to influence the emergence, adoption and use of new technologies (Haddon, 2005: 4). As a result, the importance of the societal and rather contextual factors has already been explored and acknowledged by many authors. Media scholars thus increasingly tend to take a 'social constructivist' approach. This view focuses on the *"dynamic relationship between technology, social actors and contextual factors"* (Domingo, 2006: 96) and it is also supported in the perspective of 'interactionism', which Boczkowski (2004: 255) aptly describes as *"social shaping and diffusionism being so intimately tied that they should be seen as the two sides of the same innovation coin."*

Moreover, scholars that aim to grasp the emergence, adoption and use of new ICTs in different contexts increasingly constitute a 'new' field of study, uniting insights and knowledge from various disciplines (social sciences, usability, design, information technology etc.). In this respect, more and more authors and practitioners believe that the user has a crucial role to play in technology innovation and development processes. By means of a continuous interaction with end-users throughout the New Product Development process, a thorough insight in end users' expectations, needs and experiences should be gained, as it is an important determinant for the success or failure of new technologies. Despite this evolution towards a more pull-based and user-driven mentality, it still remains difficult to create a meaningful synergy between user and technology in the field of ICT development.

Our paper will focus on the above mentioned integration challenge, by drawing on the relevant literature and our own experiences from multidisciplinary research projects. By following an iterative research process, a synergy between technological and social research can be created, allowing the developed technology to be adjusted to its larger social context. In order to gain a profound understanding of the contextual factors, a user-centered design approach is pushed forward. Technological optimization can thus be accomplished in such a way that the user's wants and needs are taken into account, instead of merely forcing the user to change to what has been developed.

As a means to complement the literature, this paper will focus on our own experiences from two interdisciplinary research projects: CoCoMedia (Collaborative Community Media) and RoMAS (Research on Mobile Applications and Services). We will particularly discuss the pursued flow and the ensuing research challenges.

2 CoCoMedia and RoMAS are both IBBT-projects. IBBT is the

Interdisciplinary Institute for BroadBand Technology, founded by the Flemish government in 2004. <http://www.ibbt.be>

Maturing Interactivity in Web 2.0: Socio-Political Implications and Policy Challenges

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THE ROLE OF *agency* is both rising and moving to centre stage thanks to the empowering structural framework of the Internet and the enabling facilities of the web. The maturing of the learning curve in web-use allows for distinctive shifts in the nature of Web activity, interactivity and participation. A lot more users take fuller advantage of the intrinsically enabling qualities and the options of the Internet. Meanwhile, new leaps in innovative ingenuity contribute to communal sharing of new 'intellectual technology' assets and on-line transacting methods which release new energies and synergies. These processes further enhance collective, multilateral and frontierless forms of interactivity, which compound further the benefits, but also augment the risks of the global network society.

The combination of these elements forges transformations both in the scenery and in the plays set and produced in the virtual domain. Large scale socio-economic and political shifts loom large. In this paper I aim to propose an analytical framework for the changes observed on Web 2.0 and an explanatory grid for some of the reasons for the remarkable change in web-use between the current and previous decades. I discuss, firstly, some of the most distinctive manifestations of what is comprised in web 2.0 and subsequently, elaborate on their economic and socio-political implications. Moreover, I overview the currently developing policy approaches and measures (f. ex. in the European Union), notably, in regard of *digital media literacy* and policy attempts towards creating the premises for a *safer Internet*. The overall goal of the paper is, on the one hand, to chart and profile the swell of web 2.0 activity and interactivity and to show up the rising role of agency, while, on the other hand, to map corresponding policy trends and to evaluate them and examine their relevance and implementability.

Technology Designs, Markets and Issues of Consumer Usage Enforcement inside – Constructing users as enemies

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THE POPULAR CONCEPTION of technological development is linear: the subsequent version of an existing technology always gives users new options, new features and new ways of using the artifact. In that sense, launching a new version of a technology is usually perceived as progress. But is it?

Years after first introduced, companies are implementing sub-mechanisms into their products that prohibit the interpretation and usage of technologies in ways that do not stand with the "correct use" or the "acceptable practice".

For example, in January 2004 "Adobe" admitted that it had integrated a new code into its graphical editing software, "Photoshop". The code prevents the scanning of money bills and editing them. A user who tries to do so receives an error message warning him that he is executing an "unauthorized processing of banknote images". Another example is Intelligent Speed Adaptation (or ISA). Countries around Europe are currently conducting tests of this new mechanism which is to be installed into vehicles. The

mechanism does not allow the driver to exceed a specified speed limit. Finally, DRM (Digital Right Management) technologies are being implemented in music CDs in order to withhold the possibility of converting musical tracks into digital files. These are only a few examples.

The introduction of such a *reducing mechanism* is a *de-featuring act*: a feature of an existing technology is being neutralized, deprived or blocked by a mechanism that reduces or delimits the range of legitimate use.

The reducing mechanism is a counter-measure that is being deployed in order to ostracize a specific group of users -and hence *users that are deemed enemies*. This special, hardly acknowledged social group is constantly redefining the artifact customizing it while ascribing it with new symbolic meanings. Perceived as saboteurs, encouraging rebellion against the programs of action inscribed into the artifact, the enemy users are the target of exclusion from the larger legitimate user group.

Using SCOT (Social Construction of Technology) methodology, several *defeat events* will be presented as well as the motivation and rationale that leads to such aggressive technological design. It will be demonstrated that the gap between the desirable use and actual use opens a unique opportunity to uncover the social work that takes place behind the scenes, the strategies implemented by different social groups (e.g. the state, the technology manufactures, regulation agencies, experts etc.) and the ways in which designers of technology reacts to new and subversive usages of technology.

In that sense, the reducing mechanism facilitates a new theoretical concept: *law/enforcement*. It acts as a lawmaker that decides what is legitimate and what is not and correspondingly functions as an enforcement agency – which placed inside the technology – in order to prevent users from breaking the law, rather than punishing them post factum.

Making the online complementary to the offline: social requirements to foster the 'sense of community'

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THE INTERNET IS increasingly evolving from a distributed network to a more (interrelated) social network. Regardless of the fact how true this observation is, fact is that an increasing amount of people get engaged in social network sites. With the advent of a wide range of web 2.0 applications like a.o. Blogger, Facebook, the internet is becoming a place where the threshold for people and communities to become part of the so-called social web has been lowered substantially.

Yet, when designing applications, there are everyday life characteristics of communities that need more attention. The latter refers to the social requirements. Everyone is aware of the importance of user requirements that focus on the individual level, but when designing applications for communities, also the (pre-existing) social relations between the community members are essential. This influences the way people interact with technologies and applications and it is important for the "sense of belonging". A community is more than a collection of individuals.

Our research in two projects in Flanders (Belgium) has helped to define the concept of communities as well as of social requirements, in order to find out the role they play in relation to communities and how they are embedded in the application to be developed. First we are looking at the difference between networks and communities. What are the defining characteristics of these two concepts? How do people communicate and interact in communities? It is important to outline those specific practices within communities, to be able develop the right tools. Based on a liter-

ature study and a qualitative research the Flemish project "Virtual Individual Network" (VIN) aims to grasp the dynamics of communities to help to enhance the interaction between members. This in-depth view on communities is complemented with a development oriented approach. For the latter we have investigated which and how social requirements can be identified and embedded in audio-visual applications that enable users to create and share self authored multimedia content. Based on multi-method ethnographic research of neighborhood community in Flanders (Belgium), the European project Citizen Media among others aims at capturing the social requirements for offline communities in relation to online applications.

The research has shown that online co-creative tools can foster the periphery as well as the center of the community. We found how each community consists of different clusters of people. Even in communities, which are relatively homogenous by characteristics like race, ethnicity, income and age, there are still different clusters, because people always like the company of some people more than the company of others. This aspect of existing community relations in the offline world is ideally mirrored in the internet world when these communities get an online extension. Users want to find those clusters also in the online application, where only people of this cluster have access to and where they can share content and comments in private.

Another example is that of the longing for a collective memory. Community members feel the need to share the common history of the community with each other. They are curious what the community looked like when they were not yet part of it, how things have changed over time, whether or not someone else might have an old picture of them. This kind of collective memory in a community application can be very important, as this has a high emotional value for the community members (...).

The Commodity form as the basis of law and the implications for new media and its uses

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THE DEVELOPMENT OF new media technologies and their uses is wrapped around by the practices of law. In particular intellectual property law has been used to bolster the business models of media enterprises. The World Trade Organisation agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), negotiated in the 1986-94 Uruguay Round, introduced intellectual property rules into the multilateral trading system for the first time. It extended western practices to legal domains where such approaches were less dominant or even non-existent. The practices of the Recording Industry Association of America (RIAA) and the Moving Picture Association of America (MPAA) have both concentrated on using law and legal precedent to prevent the distribution of unauthorised media items. Although it is clear that the approaches of the RIAA and the MPAA have not been entirely successful they have undoubtedly contributed to the preservation of the commodity status of creative materials. In the field of software, licensing systems in particular End User Licensing Agreements have been widely used to control the use and distribution of expensively developed software. In response there have been attempts by proponents of Creative Commons and Open Source methodologies to enable the free access to and free sharing of 'knowledge'. Less obvious has been the ways in which control of Intellectual Property has also contributed to the form of new media technologies such as the Apple iPod and other media machines. It can be argued that the development of new media has been over-constrained in its potential for the distribution of creative materials by the extension of copyright and trade-marking as well as patent law. Rather than enable innovation the use of intellec-

tual property law has stifled innovation, lowered productivity and preserved the domination of large, primarily Western based media businesses. This paper makes use of the insights developed by the early twentieth century soviet jurist Evgeny Pashukanis to explore the ways in which the law and its practice are the expression of the commodity form and therefore necessarily particularly suited in their operation for those in whom property rights are already invested.

Creative Commons Licenses: the Brazilian experience

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THE SCOPE OF the proposed paper is to describe the legal, social and cultural implications of the implementation and use of Creative Commons Licenses in Brazil. In this country, in fact, public authorities and important members of the national culture and arts (namely, the worldwide famous artist Gilberto Gil, actually Federal Ministry of Culture) are increasingly promoting the adoption of non-traditional forms of licensing in order to enhance social inclusion of the less wealthy part of the population and promote the development of society and culture. The use of more limited forms of copyright (some rights reserved instead of all rights reserved) is definitely interesting in developing countries like Brazil for the social effects that this trend potentially has.

The topics covered by the paper will be namely:

- 1) Overview of the introduction of Creative Commons licenses in Brazil, when and how it did happen;
- 2) Legal analysis of the Creative Commons licenses implemented in Brazil and their relations with the national system regulating copyright and the relevant legal acts;
- 3) Investigation on the impact of the Creative Commons 'movement' within Brazilian society, with a special focus on the active role pursued by public institutions (namely, the Federal Ministry of Culture and its Minister Gilberto Gil, which enabled the programme '*Cultura Digital*' across the country) and academia (above all the Foundation Getulio Vargas) in promoting the implementation of Creative Commons licenses. The paper will address also the issue of the importance of this to enhance social inclusion in the Latin American country.

The methodology that will be adopted is interdisciplinary and will be focused on legal, cultural and social aspects, for the very fact that these characters are strongly interrelated each other and should be analyzed together. In particular, we will assess to what extent the use of legal contractual licensing clauses can have an impact on the development of culture and social justice in Brazil. The research will be based on the use of direct sources, namely, for what concerns the above point 2), the clauses of the Creative Commons licenses implemented in Brazil (other than other relevant legal Acts and documents), and, as regards the other issues, on the work performed by public institutions as advertised and described in official papers and websites and analyzed and commented by the Brazilian and foreign literature. It is important, finally, to mention that the presenter is perfectly fluent in Portuguese language and is familiar with Brazilian legal and cultural traditions.

Copyright in China: Implementation Issues in Electronic Media

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COPYRIGHT LAW IN China is grounded in the China Copyright Convention, first issued in 1990 and later amended in 2001, the

year China became a member of WTO. The China Copyright Convention is based on implementing two basic international intellectual property agreements, the *Berne Convention for the Protection of Literary and Artistic Works* and the *Universal Copyright Convention*. While the governing law conforms to international standards, there are still some questions regarding its implementation and the adoption of concepts by the general public.

First, most people in China show a lack of copyright consciousness, originating from a cultural tradition treating creative works as cultural artifacts rather than individually owned property, and a weak legal tradition.

Second, China has not fully established the Collective Management Organizations or mechanisms necessary to implement copyright licensing and enforcement in relevant industries. For instance, only one such organization has been established in China to date, the Collective Management Organization of Music Copyright.

Third, existing industry or market regulations generally have yet to be changed to incorporate copyright management issues. For instance, CCTV did not issue TV copyright and management rules and procedures until 2006. Further, those initial rules failed to deal with a number of critical copyright issues, including how to deal with derivative and secondary uses, no normative standard on license payments, a failure to include copyright notices on archival content, and a failure to include intellectual property right considerations in standard contracts with talent and program producers.

Fourth, the China Copyright Convention focuses on the regulations for traditional forms of creative content, rather than the digital fields. There is little consideration given for copyright management issues for IPTV, mobile downloads, digital cinema, streaming media, E-book, etc. Similarly, there is no effective regulation of copyright management in the fields of online communication and online marketing.

Finally, there is little regulation on related intellectual property areas, the evaluation specifically such as the copyright of brand innovation, media/program/planning originality, marketing mode, virtual property and virtual brand in cyberspace, etc. As far as program originality is concerned, for instance, most popular TV programs in China, especially reality shows, are based on programming developed initially elsewhere (for example, *Dance with Star*, *America Got Talent*, *The Apprentice*, *The Amazing Race*, and *Don't Forget the Lyrics*).

This paper will critically examine the state of effective copyright management in China within electronic media, address some of the critical issues raised by the current limitations, and consider various mechanisms for improvement.

As part of the analysis, we will consider not only the value of copyright in fostering commercial exploitation, but how the current (and proposed) implementation of copyright in China impacts the more traditional balancing of private interests with public concerns about promoting the creation and use of information goods and services and the social benefits that accrue from such.

File Sharing and the Use of Peer-to-Peer Networks: More Than Just Free Music?

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DESPITE A DECADE of legal battles over illegal file-sharing on peer-to-peer networks, surprisingly few attempts have been made to empirically examine the views of those at the center of this controversy: the downloaders. The study's purpose, therefore, is to explore their reported motivations for file-sharing, and to examine any reported ethical practices that guide their behavior. Are file sharers' motivations limited to obtaining free content, or do they

report other justifications for file-sharing? Using reported motivations about file-sharing, this paper aims to examine if people are using peer-to-peer technology in ways that can potentially be mutually beneficial to the industry and consumers alike, despite the negativity surrounding its use.

Using Lessig's (2004) typology of file-sharers in addition to Giesler and Pohlmann's (2003) theoretical framework of "gifting communities", file-sharers are conceptualized as participants with "gifting motivations" beyond simply desires to obtain free music. The metaphor of gifting has also been used to describe the Internet and other participatory digital cultures (Barbrook, 1998; Ippolito, 2001; Raessens, 2005). Using a standard interview protocol, 40 in-depth interviews were conducted with file sharers aged between 16 and 31, including young working adults and tertiary students of five nationalities living in Singapore, gathered using snowball sampling. Each interview took an average of 61 minutes. Interviews were transcribed verbatim, and topics to be analyzed were identified based on the theoretical framework, research questions and trends identified from the data. Thematic coding was used to organize the data.

Our findings revealed a variety of motivations of file sharers. An informal sharing ethic appears to be at work among file sharers: not only did they report reciprocity with other file sharers, but social engagement with other file sharers and sharing with significant others also contributed to a strong sense of virtual community. We also found resistance to labeling file-sharing as stealing and downloaders as thieves. Respondents expressed willingness to purchase content they "really liked", and several suggested a form of "natural selection" was at work: by allowing people to sample or preview material through file-sharing, consumers can find the best music to purchase.

In addition, respondents expressed dissatisfaction at long waiting times for foreign content to reach Singapore, suggesting that file-sharing is an alternative through which users satisfy their desires when the market is unable to meet them in a timely fashion, if at all. Furthermore, respondents reported that file-sharing gives entertainment content a "second life" (Lessig, 2004)-value in the virtual domain beyond a limited commercial shelf-life. Respondents also reported deliberately exposing themselves to content outside their comfort zone through file-sharing, sampling a wider variety of entertainment material than they would through purchasing music. The ability of peer-to-peer networks to transcend geographical locality and allow users to immerse in creative works from other cultures also shows that through file sharing, cultural exchanges are taking place.

Emerging Patterns of Inclusion and Exclusion in the Era of E-government: A Case Study of Users of 'Swedish Public Employment Service' on the Internet

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IN THE AREA of governmental information for and services to citizens, digitalisation has certainly become a buzzword. Framed within the discourses on e-government or e-governance, or different mixtures of the two, various analyses have tried to point out, or even anticipate possible consequences of the appropriation of digital technologies - mainly the internet - in governmental services.

On the one hand, these analyses have pointed out a great deal of opportunities connected to the incorporation of the internet into governmental information and services. Policy makers have been quick to point to the increased accessibility as a great opportunity for the citizens; in Sweden this vision of accessibility has even been referred to as '24:7-governmental agencies'. Academics, among others, have also suggested that the digitalisation of infor-

mation and services opens up new possibilities for citizen control of governments.

On the other hand, a number of problems have also been identified. For instance, the digitization of public registers holding personal information has been interpreted as a threat to the citizens' integrity: Will digitalization bring a new surveillance society? The most frequently debated problem, however, at least within research, has been the fear of digital divides. Will the internet create digital cleavages between different groups of citizens?

So far, however, neither the hopeful nor the dystopian analyses have made enough efforts to critically evaluate their claims. Such evaluations can start from different points of departure, and in this paper the starting point is the citizens as users of governmental information and services through the internet: What patterns of inclusion and exclusion emerge as a governmental agency digitalizes its information and services by making them increasingly internet based?

The paper presents statistical data from a survey of some 800 unemployed citizens using the Swedish Public Employment Service, a governmental agency that has come to rely specifically heavy on internet based information and service. The initial analysis of data reveals interesting differences between social groups in terms of both perception and use of the internet - in general - and the resources offered by SPES in particular. For instance, the users' various degrees of education is a strong, determining factor when it comes to use of internet SPES' services, as well as for the perception of them. Contrary to the lay understanding, however, neither ethnicity nor age seem to play any significant role in this respect, which is somewhat surprising - most of the existing literature suggests that it should.

The paper starts from a conceptual elaboration of various notions of e-government and e-governance. Thereafter, the survey data is described and elaborated on before moving into a discussion of the wider significance of the findings: What does data suggest in terms of patterns of inclusion in and exclusion from a society in which governmental agencies, to an increasing extent, use the internet for their information and services?

E-Government in Cuba: Between External Contingencies and Internal Determinism

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THE GOAL OF this paper is to explore recent initiatives adopted in Cuba regarding the development of local e-government services. Using data gathered from direct interviews with both Cuban national authorities and common citizens/Internet users, as well as from primary documents and secondary sources, we will conduct a qualitative analysis of governmental strategies for the automation of the nation's public administrative functions and public services. This analysis will be performed at two levels: 1) internally, by assessing domestic goals and progress related to e-government deployment in light of Cuba's unique economic, and geopolitical circumstances; and 2) externally, by comparing Cuban e-government initiatives to regional and global trends related to the establishment of national governmental portals on the World Wide Web.

Three major reasons justify our project. First, there is an undeniable dearth of scholarly literature concerning e-government development in Latin America, in general, and in Cuba, in particular. While several cross-national studies by the United Nations (2005), West (2007), Kim (2007), and others have cursorily reported about Cuban e-government's readiness and performance as part of larger analyses based on pre-defined independent variables, no in-depth case study of e-government in Cuba has been published to date. In this sense, the effects of the economic

embargo imposed on Cuba emerge as a two-way problem, since updated scholarly work about information and communication technologies (ICTs) in that country is as hard to find outside Cuba (studies by Valdés, 2002, and García-Pérez et al., 2006, are among the exceptions) as it is to access in the island literature about ICTs published in other countries.

Second, this project represents an opportunity for its authors to deepen ongoing research on social construction of Internet in Cuba (Rubira, 2006), and on the intersections between e-government and cultural security (Gil-Egui et al., 2007). As an increasing number of publications on the gap between info-rich and info-poor populations are considering broader structural factors, cultural issues, and user-centered approaches beyond mere quantitative assessments of access (e.g., Heeks, 2002; Hargittai, 2003; Maddon, 2004), this project seeks to open the door for a multidimensional inquiry into a very specific area of ICT adoption in Cuba.

Finally, an outcome of the growing political and economic partnership between Venezuela and Cuba is likely to change the picture of scarcity that has characterized development of Internet-related services in the latter. The Venezuelan government has offered laying a fiber optics submarine cable that would connect Cuba to the rest of the world through more efficient means than the island's insufficient satellite link-up (Riera, 2007). If this promise materializes, part of the rationale justifying controls applied by the Cuban government over individual Internet access and use, namely limited external connectivity, could face challenge. Given this context of imminent transformations, an examination of Cuba's e-government strategies like the one proposed here, seeking to determine whether changes of direction with regards to automated administration and online services for citizens will take place, becomes a task of crucial importance.

Efforts to bridge the Digital Divide: ICTs, Localization and e-Governance in India

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THE WORLD IS not only globally divided digitally; it is divided in many ways. It is divided globally and it is divided locally. The recent initiatives of governing people through internet as well as to reach the people electronically have raised new questions regarding the global digital divide. In India, the case of this divide is amply clear by the recent Human Development report and the World development reports. In spite of tremendous achievements in the areas of Information Technologies and mobile telecommunication, the government is not able to reach the masses through these media. However, the efforts are continuing. The National e-Governance Plan has placed a significant emphasis on the localization of technologies in order to bridge the apparent linguistic divide.

Another major change in ICTs in India is the spread of mobile networks in the country. GSM and CDMA technologies have percolated down to the villages in a big way. This has further reduced the divide. The telecommunication policies of India have positively worked towards making technologies and services available to people. In this paper, the ICT and Telecom policies would be analyzed in terms of the spread of the technologies and the empowerment of the people.

In this paper an attempt is also made to explore the status of e-Governance in a few major Hindi Speaking states. The paper would also discuss a few important sectors where the government has made serious attempts to implement e-Governance and the people also have responded in a big way. The government's efforts to provide good governance has also brought forth the issue of right to information and the ICTs in this context have proved to be the most potent media to allow access to information

to the people. The paper would also discuss the significance of ICTs in furthering the cause of right to information as a necessary component of democratization of ICT policies.

The Internet and the Changing Borderlands: The case of rural broadband use in a small Hispanic Texas town on the U.S. - Mexico border

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THIS PAPER EXAMINES the changing role of the internet in the borderlands between the USA and Mexico, and the role of federal and state policy actors in stimulating these changes in a specific border community: Crystal City, Texas (or Cristal as it is called by the locals). Federal and state policies have brought increasing levels of Internet access and infrastructure to the city in hopes of having several specific impacts. They have hoped to increase access to education and improve job skills. They have hoped to provide more work and leisure options to rural people to reduce the out migration of those people to larger cities. This study examines how Crystal City residents see their community and their prospects for community solidarity and assistance (related to the concept of social capital), their prospects for education and employment, and if those are connected to increasing access to broadband Internet over several years. It also looks at how local, state and Federal power structures can conflict over both general goals and specific programs. In a larger sense, the study examines community history, how social structures and networks have evolved historically, and the place that increasing Internet access may have in the trajectory of the community and peoples' lives within it.

Crystal City is a complex community with a complex past dating back to the end of the 19th century when the community was established by Anglo land owners to provide a home-base for the Hispanic workers who provided the manual labor for spinach farming. The striking division between the Anglo power brokers and the Hispanic occupants of the town came to a head during the labor and power movements of the early sixties. (Andrade 1978; Cortez 1974; Foley 1990). Grassroots organizing provoked by labor organizers from San Antonio led the populace of the community to vote out all the Anglo power brokers and replace them with Hispanic community members. But agriculture still accounts for two-thirds of all job opportunities, both then and now.

The paper follows the findings of a multi-year community survey (n=400 in 2003 and 2007) that examined in-depth attitudes and uses of the Internet and other information communication technologies (ICTs). The initial application of the survey in 2003 pre-dated deployment of broadband technology in the community, while the 2007 survey was applied after broadband had been available in the community for a year and half. The impact of the technology on the community was significant and was being integrated into the community day-to-day life of many residents. However, conflicts in the local government arena resulted in a lack of some of the planned forms of public access to the internet.

Defining and Measuring A2K: A Blueprint for an Index of Access to Knowledge

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ACCESS TO KNOWLEDGE (A2K) is increasingly recognized as the central human development issue of our time. Yet to date

there has been little literature defining precisely what is meant by this term, much less how to evaluate the progress toward achieving it. To help bridge this gap, this article offers a blueprint for an A2K index: a quantitative tool integrating a variety of data points to assess how well countries are doing in promoting access to knowledge. The proposed index tracks five key dimensions of access to knowledge: education for informational literacy, access to the global knowledge commons, access to knowledge goods, an enabling legal framework, and effective innovation systems. The resulting conceptual map offers a concrete introduction to the A2K framework for information scholars and professionals.

The "Right to Communicate" and "Communication Rights" in Canada: The case of the Telecommunications Policy Review Panel 2006

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THIS PAPER IS a parallel analysis between the concept of a "right to communicate" investigated by Canada's federal Department of Communications Telecommission in the early 1970s and the 2006 *Telecommunications Policy Review* conducted by Industry Canada (another federal department) to develop new understandings of communication policy for the new millennium.

The work of the Telecommission will be analyzed primarily through its final report *Instant World*. In examining the then emerging convergence of computing and telecommunications, the Telecommission's conclusions focused on individual rights over technological or market concerns. *Instant World* called for rights of: communication, access to knowledge, and freedom of information, within which it examined such concepts as a right to hear and be heard, a right to connect and disconnect, rights of privacy, and rights of access to access to technology.

In contrast to the Telecommission's results, the *Telecommunications Policy Review* represented a dramatic shift in concerns away from *Instant World* towards technological and market concerns. Canada's telecommunications policy objectives in the 2006 report centred on affordable access, enhancing telecommunications markets, and social well-being of Canadians. It called, in particular, for reliance on market forces "to the maximum extent possible" over "regulatory and other government measures" to achieve these policy objectives. On the other hand, the *Telecommunications Policy Review* addressed social issues not contemplated by *Instant World*, in particular the needs of the disabled with respect to communications.

The paper will examine the risks of such a shift away from the focus on communicate rights by combining the parallel analysis of *Instant World* and the *Telecommunications Policy Review* with selected case studies of socio-technical phenomena, technological risks, and policy controversies in Canada. Examples involve network neutrality policies, Internet censorship, equitable access to telecommunications services in rural and remote communities, and data privacy risks to Canadians presented by the USA PATRIOT Act.

Comparing Public Policies for Digital Terrestrial Television: Sweden vs Spain within the framework defined by the European Union

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NEOLIBERAL VALUES, CONFIDENCE in market competition, deregulation and non-interventionist tendencies seem to undermine public policy in Europe. Contrary to this, the digitalisation of terrestrial broadcasting has shown that nation-states still play an important role in governing communications.

While commercial strategies have driven the switch-over in satellite and cable platforms due to the expected profitability, the case of the terrestrial network has turned out to be more complex because of economic and social obstacles. Therefore, national administrations have actively taken part in this process. Indeed, their role has evolved from mere coordinators to enablers of DTT. They have done so by means of a wide range of public policy instruments: regulation, transition strategies, switch-over calendars, communication campaigns, etc. At supranational level, European institutions have also carried out several actions to ensure that the national character of this migration process does not result in a further fragmentation of the European broadcasting market.

This paper wants to shed light on how public policy for DTT is designed and implemented. It is based on my PhD project "Public Policies for Digital Terrestrial Television: the framework defined by the EU and comparative analysis of implementation strategies in Sweden and Spain". Together with the UK, Sweden and Spain were the first EU members to deploy DTT services. However, their experiences have not been analysed and internationally discussed as much as the British one. Sweden is an interesting case because of its multiplatform switch-over policy strategy. Moreover, the efficiency of its digital-tv commission, especially regarding public communication, allowed completing the implementation of DTT earlier than scheduled. The Spanish case is quite complicated due to the social relevance of terrestrial broadcasting and its multiple implementation levels (national, regional and local). Furthermore, the collapse of the initial business model was followed by three years of stagnation. The project was relaunched by the public administration in 2005 and it is currently showing good penetration figures. However, whether the migration will be completed by the planned switch-off date is still unclear.

Communication public policy studies are the main theoretical framework of this research but other areas of knowledge like media law, media economics or communication technology have been also considered. The methodology combines comparative analysis with in-depth interviews with professionals and public officials. European and national regulation, documents from public institutions and market reports have been examined.

This paper expounds the conclusions obtained about:

Policy legitimacy: What characteristics of DTT make public policy necessary and how it is justified.

Policy definition: What kind of decision-making networks are established for designing policy strategies, how they proceed and in which way their composition determines their outcome.

Policy implementation: What issues are tackled, what intervention instruments are used and how they are applied.

Considering these findings, the paper deals with the following questions:

To what extent do digitalisation strategies depend on the particularities of the political and communication systems of each state?

How far do internationalisation and convergence of media systems imply a homogenisation of public policy addressing this issue?

How do European institutions influence the national strategies?

Which public policies have been effective?

Besides contributing to the field of communication public policy, this research aims to provide professionals and public institutions with valuable knowledge for future actions. It might be also useful for those countries that are still dealing the implementation of DTT.

Deja Vou amidst Euphoria: Policy Challenges to Satellite Broadcasting over India

VIBODH PARTHASARATHI
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AMIDST THE EVER-EXPANDING dynamics of satellite broadcasting in Asia, this paper identifies key challenges to television policy in India's march towards digitisation. We begin by outlining the forays made by global networks into Asia to create a large, borderless market from Dubai to Taipei. As much in consequence, we detail the gradual, international expansion of Asian broadcasters, with specific reference to the Indian ones. In doing so, we engage with the changing nature of de-territorialisation and the resultant inequities in media markets posed by the intensification of cross-border flows into, and from, India. We argue that while existing politico-geographic boundaries have been thinned on account of trans-border broadcasting, this has contributed to, not a borderless continent but, new scenarios of territoriality – as much within India, as beyond.

Amidst the euphoria of the worldwide reach of Indian networks and the advent of multiple, digital distribution platforms within India, we reveal the reconfiguration of dependency by global 'majors' – the first set of inequities addressed in this paper. We then identify how these translate into a core set of challenges to media governance in this fastest growing television market of the developing world.

But we also recognise that neither strategic design nor benign neglect can characterise Indian public policy towards both, new technology and accumulating interests. Rather, from the very inception of satellite TV during the early 1990s – serendipitously overlapping with the neo-liberal turn in wider economic policies – the Indian state has responded in a varying mix of strategic neglect and commercial opportunism. While this has translated into ad hocism, on the one hand, and knee-jerk hyperactivity, on the other, evident all through has been the marginalisation of communities of interest and an abject neglect of public broadcasting – the second set of inequities addressed in the paper.

Thus, in reviewing public policy over the last 15 years, we show how, not only traditional divides remain un-addressed but, the state stands accomplice to the inequities emerging from the present milieu of national or trans-national broadcasting. For analytical purposes, the myriad of interwoven issues in media governance will be grasped through six levels of analysis: viz. legal, economic, fiscal, cognitive, technological & political.

The IAMCR Congress '08 provides an opportunity to present a complete work that was ideated last month. Official documents, such as policy papers by the ministry, white/background papers by the regulator, executive ordinances et al, provide the core empirical material. For details on the dynamics of the television industry elsewhere in Asia, secondary literature from diverse fields like business strategy and cultural studies is being drawn on. Hard-data on the Indian industry – contentious as it is – is extracted from parliament questions, national trade bodies, industry watchdogs, et al.

KEYWORDS Broadcasting, De-territorialisation, Governance

Government - NGO Relationship: A Case Study Issues about 'Commercial Break' in Korea

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WHO MAKES COMMUNICATION policy and what factors contribute to the policy-making process? These questions are as important as communication policy itself which need analysis. The policy making process has various stages and components. Also, the dynamics of policy-making is often viewed as a political process. Generally, NGO's are considered as independent organizations that are representative of civic interest. What effect do they have in policy-making process in actuality? The purpose of this study is to analyze the role of 'NGO's in policy making, which is a much neglected area for academic research in the field of communication policy.

In order to explain how NGO's function in the policy-making process in Korea, the relationship between different dynamics of policy-making process were analyzed. Moreover, the actual policy making process and its relationship with these dynamics was also examined. For this research, the issue of introducing 'commercial break' in Korea was analyzed.

Although commercial breaks has been prohibited in television(except for cable TV) from 1973, attempts to stop the telecasting of commercials have failed several times in Korea. Moreover, there was no serious change in the debate regarding commercial breaks because the complicated dynamics of broadcasting policy-making process have actually been disregarded for 30 years. In fact, the arguments were weak and reasons were vague. However, last year, the Broadcasting Ethics Commission decided to permit the introduction of commercial break without delay. The decision itself and the decision making process, both received strong social criticism.

It was NGO's that showed the most conservative reaction to the repeated pro and con commercial debate situation. NGO's, which was thought as the most sensitive and fundamental opponent to commercial break, showed relatively passive and lukewarm reaction than at any other time. This study examines the reasons of the present condition through analyzing the relationship between NGO's and the Government. In other words, it is possible to say that to a certain extent their weak objection stemmed from the close relationship between NGO's and the Government. Two reasons can be given to explain this. Firstly, previous employees of NGO's are now working for the government In Korea, especially the Roh Administration had a strong and positive inclination towards NGO's. Secondly, economically and politically, NGO's are not completely independent organizations anymore. Furthermore, lack of professionalism and ignorance of the realities of the Korean broadcasting system also accelerated the problem.

The findings suggest that the relationship between NGO's and the government have changed the dynamics of the policy-making process. With affiliation with the government, NGO's have lost some their identity as watchdogs. These changes that have occurred in Korea might be viewed as minor changes but they can also have critical significance for other countries.

Universal access in the Philippines: Policy review and reform perspectives

CHERYLL RUTH R. SORIANO

THE PAPER ATTEMPTS to provide a review of the Philippines' enabling policy environment and strategic roadmap for achieving universal access to ICTs. It identifies the gaps and limitations in universal access conceptualization and on policies and strategies, in terms of facilitating access to and optimum utilization of ICTs.

A major finding is that universal access policies and strategies in the past are still technology-centric and crafted without focused attention on the citizens' capabilities and expanding needs that can drive the usability of the technology. The paper emphasizes the importance of creating an environment conducive to partnerships among the government and non-government sectors in facilitating universal access, and some good practices in the country and globally are identified. The possible role of the private sector, local government, civil society groups and government in the provision of universal access, and in addressing the gaps from previous strategies are emphasized. The paper utilizes the results of literature review and study consultations with ICT policy executives, researchers/ academe, ICT associations and industry representatives in the Philippines.

The possibility of applying universal service policy principle on mobile phone service: In the case of South Korea

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THE DEFINITION OF 'universal service' became most closely identified with a policy of widespread diffusion of analog telephone technology. However, according to fixed/mobile alteration which is based on convergent trends in communication technologies and markets, mobile phone has become an essential social communication medium. This result has called forth a re-examination of universal service provision in the communications sector. Therefore, this study explores the possibility of applying universal service policy principle on mobile phone service which alters traditional voice telephony. For this purpose, this study analyzes not only the literature regarding the meanings and implications of universal service but also the usage patterns of mobile phone service. In addition, this study analyzes the universal service policy cases of 5 countries which have advanced communications environment. Major findings of this study are as follows.

Firstly, mobile phone, a personalized, omni-present, and multi-functioning medium, expands the communicative ability of its users to the greatest extent ever in terms of time and space, and tends to reconstruct the whole context of social communication. The disparities among social groups in owning and using mobile phones, thus, become a critical social issue. Secondly, not only the concept of 'universal service' has varied considerably over the past century, but also expanding the scope of this concept beyond traditional voice telephony has theoretical backgrounds as differential principle, consumption norms, network externality, and digital divide. Thirdly, in the case of South Korea, the penetration rate of mobile phone has reached 83% nationally, and 70% of people's entire communication demand is based on mobile phone service. These findings indicate that mobile phones have become an essential social communication medium. Nonetheless, mobile phone service still remains inaccessible to more than 10% of total population because of their geographical, financial, and physical difficulties. Furthermore, the oligopolistic market structure has been impeding workable competition, and this fact suggests that diffusion of mobile phone service to the least-advantaged people through market competition does not seem possible. And finally, universal service policy imperative of South Korea, United States, United Kingdom, Japan, Australia has institutional flexibility regarding expanding the scope of universal service. In addition, these countries have already started the reviewing process of expanding universal service to Broadband Internet and mobile phone service in order to meet the changing communication demands.

After these examinations, this paper argues that mobile phones have become one of the 'bare essentials' what should constitute a universal service package. Whilst it is important to consider issues of economic efficiency in the communications sector, this

should neither obscure nor compromise the need to create progressive, socially responsible, universal service reflective of the requirements of 21st century users.

News, Interactivity and the Digital Divide

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IN AN INCREASINGLY interconnected world, people become more and more dependent on mediated news. Therefore, it is crucial that news producers manage to present news in such ways that people are able to better make sense of the world and of their surroundings. But it is also crucial that they manage to reach not only those sections of the population that already are information rich; it is crucial that news producers aid in decreasing the knowledge gaps that exist.

Much hope has been put on digital media to improve the knowledge gap situation. But the potential of such media has not yet been fulfilled. It may even be the case that the situation is deteriorating; unequal access to information technology leads to a digital divide.

What is there to be done? In early discussions concerning the promise of digital media, a key concept was the concept of *interactivity*. The idea was to make it possible for citizens to interact with the producers of mediated messages. Instead of just passively receiving messages, citizens would be able to communicate; to take part in discussions on equal terms. In this sense, interactivity was closely linked to the notion of democracy.

However, thus far, interactivity has not had a radical impact on communication patterns. It has primarily amounted to giving citizens control over when to consume something, and to give the consumer the control over which platform to consume the material on. Less attention has been placed on *what* should be consumed, and *how* it should be consumed.

In an attempt to make interactivity in relation to news more powerful, within the research project *MyNewsMyWay* a prototype news service has been constructed that makes possible a more in-depth and varied media consumption than what traditional news services make possible. Instead of just time-shifting, the service makes it possible to shift also the shape of the material consumed. It also opens up the possibility for user generated content to be integrated with professionally produced content, and for the possibilities of communication between users.

MyNewsMyWay is part of the EU funded research program *New Millennium, New Media* (NM2). In a collaboration between technical experts, media theorists and media producers (partners in the consortium included British Telecom, Dept. of Computing, Goldsmiths College, London, and Cambridge University Moving Image Studio), a new production tool for non-linear media productions has been created, as well as eight new media productions in different genres. The *MyNewsMyWay* news service is one of the outcomes of the program. In this paper, we will describe the content of the news service and we will relate it to notions of interactivity, knowledge gaps, the digital divide and citizenship.

Looking for 'ordinary people' in online alternative media: Sourcing and agenda-setting practices in mainstream and citizen news journalism

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THE PERCEPTION THAT news journalism is in crisis, as regards its ability to adequately fulfill its democratic mission, is not new; a long and continuing tradition of theoretical analysis and empirical

findings firmly document deep strains of bias, exclusion, self-censorship, political conformism of journalists and detachment from audiences and citizens, resulting in homogenization of news content and perpetuation of dominant ideologies. A major part of this criticism has been based on professional journalists' sourcing routines, that is, the over-accessing of elite sources for setting the agenda and the adoption of their perspectives for framing news stories. Through this critical lens, alternative media have always been regarded as a counter to mainstream media model, committed to voicing the concerns of actors at the periphery of the public sphere, broaching their topics and bringing them into the public agenda. On the other hand, recent studies have voiced some concerns as to whether alternative media actually challenge the dominant model of sourcing and its operating logic (Atton and Wickenden, 2005). Still, mainstream or alternative, media now reside in a new communications ecosystem, consisted of a complex nexus of novel forms, which generate further challenges for news journalism. In particular, the field of alternative media, now inhabiting online spaces and employing interactive practices, is provided with greater opportunities for sustaining closer ties with communities and actively engaging larger publics.

This study sets out to examine to what extent does the sphere of online alternative media succeeds in challenging agenda-setting practices, inverting dominant sourcing hierarchies and offering opportunities to 'ordinary citizens' for autonomous self-representation. To this end, we have focused on the case of Independent Media Center, as a now globally established online alternative news organization, which combines a solid counterpublic identity with a structure built on Web 2.0 characteristics, such as open access, interactivity and user-generated content. By the means of comparative content analysis of the local IMC Athens and Greek mainstream press, this study sought to answer the following questions: First, to what extent does online alternative journalism sets a different agenda, compared to mainstream press, and which news values underpin the news selection process? Is there a significant crossover of topical, normative and functional practices across these media spheres? Second, does this model of online alternative journalism indeed privilege ordinary above elite sources? Are ordinary people more often portrayed and better represented, contributing to greater diversity of voices and more balanced representation of heterogeneous publics? The paper concludes by reflecting upon the impact of the Internet on alternative media and the contemporary public sphere at large, and the adequacy of the agenda-setting approach for understanding the complex nature of the new media environment.

KEYWORDS: online alternative media, agenda-setting, sourcing, Independent Media Center

The weblogs talk-examining the top 100 weblogs in Hong Kong, Taiwan, and China through computer-aided content analysis and network analysis

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IN THE FIELD of understanding blogosphere, researchers have examined bloggers' motivations (Nardi, Schiano, Gumprecht & Swartz, 2004), weblog users' credibility perception (Johnson & Kaye, 2004; Johnson, Kaye, Bichard & Wong, 2007), overall readership (Pew Internet & American Life Project, 2005), the social and technology context of blogs (Bar-Ilan, 2005; Du & Wagner, 2006), and the influences on blog writing (Miura & Yamashita, 2007). Most studies indicate that there has been a considerable rise in blog readership, but rarely tells us what kinds of blogs are being read most and its content and implication, especially in the non-English blogs.

This study tries to answer the question—what kinds of blogs are being read most and its content and implication—by means of analysis of Chinese-language content from Hong Kong, Taiwan, and China which are main regions of using Chinese. The top 100 weblogs of each would give us an overview of Chinese-language blogosphere. In addition, there are substantial differences among three areas under the dissimilar social, economic, and political system, which might also shape the blogosphere of each. The authors sampled top 100 weblogs of each from the prestigious ranking, Blog Look (<http://look.urs.tw/>).

The authors retrieve blog posts from RSS feeds of top 100 weblogs in HK, TW, and Mainland China in the period from 13, August, 2007 to 29, August, 2007. All the texts in the blog posts are collected and all the unique words are ranked in terms of frequency of mention. The blog topics in different regions will be examined by two data mining methods. First, on each topic category, we will extract noun phrases indicating topics that are discussed. Such noun phrases as celebrity names, product names, book titles, movie names, hobbies and terminologies that refer to technology or special interests will be identified. The noun phrases that are mentioned most often in each of the three regions will be compared to examine the social trends in the three regions.

Second, the social network analysis will be conducted to identify the salient topics or themes in reflected in blogosphere of the three regions. The network analysis method will generate one network graph for the total body of blog texts from each region, with each unique word as a node and the co-occurrence of each pair of word as a link. Words with highest frequencies of appearance in blogs from each region will be collected to build a keyword matrix based on the how each pair of keywords appears together in the text.

Words that appear together in sentences are given more weight than words that appear together in paragraphs and articles. Based on the strength of tie between each pair of keywords, a network of keywords will be created by using Pajek, an open source network analysis software. The size of the links and nodes represent the salience of the keywords in the text. Keywords in the same color cluster will form a main concept/theme that consistently appears together in coverage.

Does Internet make children more vulnerable?—An analysis of children's online lives and contact with pedophiles.

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USING TWO OF the largest quantitative surveys on children, parents and the Internet to date - the international SAFT 2003 and 2006 survey - the proposed paper seeks to compare political and legislative arguments regarding the nature of children's use, actions and communication online with children's actual online behaviour. The main research question addressed is: "Do children's actual contact patterns and activities online match the contact patterns as assumed in the hearing documentation leading to the Norwegian grooming legislation?"

Although the advent of the Internet has generally been viewed as having a positive impact on the Western societies, the response to children's use of Internet and other communication technologies have in many ways been the one of a so-called risk society, as described by, among others, the German sociologist Ulrich Beck. While digital user empowerment generally connotes free flow of information, access and the means to express oneself, the same term for children is different, as operationalized by the European Commission to mean "...work on content rating and quality site labels; contributing to the accessibility of filter technology" (European Commission, 2005), hence providing a content restriction starting point. This has led to various meth-

ods of protection measures where children are portrayed as innocent users or victims, and are being subjected to regulation more based on a precautionary principle than scientific consensus and facts. One of the most prevalent examples relates to fear of potential abuse/sexual assault from pedophiles following initial online encounters ("grooming"). This fear has resulted in legislation in countries like Norway and the UK, based on the perceived nature of predators and children's use of the Internet.

METHOD AND ANALYSIS:

In order to map out children's contact patterns online in general, and their experiences with meetings resulting in potential abuse in particular, the article will analyze results from representative surveys conducted among children between nine and sixteen years, and parents with children in the same age group in Norway, Sweden, Denmark, Iceland and Ireland. Of a total of 106 question posted in the survey, a section with seven key questions were designed to map the frequency and nature of face-to-face meetings occurring after contact. The results of these questions are also seen in relation to general user patterns, potential risk behaviour like willingness for self-disclosure, and attitudes and knowledge among the children. This paper will analyse the collected material using appropriate statistical methods in order to answer the main research question.

EXPECTED OUTCOMES:

The statistical analysis is expected to provide insight into children's user patterns and knowledge, so that common assumptions regarding the role of the Internet as a dependent variable with use in itself leads to increased risk for children, must be re-addressed. It is expected that the results will show that the risk of being abused following an online encounter is not evenly distributed among the total population of children, but varies with different socio-demographic factors.

GAID Initiatives, African Connectivity and the Search for a Global Divide Bridge

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THIS RESEARCH ON "Media and Global Divides" examines the role of information and communication technologies (ICT) in addressing global inequalities in Africa. ICT permeate human communication processes in political and economic power centers and populations on the periphery are likely to have little or no access to new or old media without extraordinary intervention. Therefore, ICT access using the International Telecommunications Union (ITU) ICT Opportunity Index (ICT-OI) is an appropriate lens through which to examine inequality. This research will examine progress on the five post World Summit on the Information Society (WSIS) strategic initiatives of the Global Alliance for Information and Communication Technologies and Development (GAID) for selected Sub-Saharan African countries with variant progress toward Millennium Development Goal (MDG) achievement.

These five GAID "Flagship Partnership and Advocacy Initiatives" for MDG achievement also provide multi-stakeholder input to the Economic and Social Council and the Commission on Science and Technology for Development. The five initiatives are to:

- accelerate connectivity and access for Africa,
- enhance and scale up the telecentre movement,
- create a Cyber Development Corps based on south-south and triangular cooperation,
- promote assistive technologies for persons with disabilities and
- advocate for free Internet accessibility for schools - and a number of Communities of Expertise. (GAID, 2007)

The five initiatives were developed to affect change in gender equality, literacy, health, environmental sustainability and economic partnership. The research compares data from the ITU ICT-OI with the United Nations Development Program (UNDP) Human Development Report (2007-2008) Human Development Index (HDI) and the Gender Related Development Index (GDI). Patterns of parallel progress in the three areas of ICT- OI, HDI and GDI are identified and analyzed. The research also compares country data on MDG progress from UN reports (UNDP, 2008). Some patterns provide promising evidence that the social impact of Internet and mobile phone access in selected African countries is significantly accelerating MDG progress.

The GAID mission to promote "the use of ICT for the achievement of the internationally agreed development goals, including the Millennium Development

Goals (MDGs)" (GAID, 2007). GAID efforts are guided by six objectives intended to mainstream ICT into the UN development agenda and to build cooperative partnerships for integration of ICT solutions into development strategies. The Connect Africa Summit of October 2007 reflected this cooperative strategy, organized by the Economic Commission on Africa, ITU, GAID and the development banks. The summit adopted five goals to bridge the digital divide in Africa consistent with the GAID initiatives.

Many countries have reached or are progressing toward MDG achievement, but in Sub-Saharan Africa many countries are not expected to meet the MDGs by 2015 without extraordinary commitments and actions from developed nations. The GAID initiatives focus on African connectivity particularly in schools and cooperative partnerships. This research presents evidence that the GAID initiatives in cooperation with the Connect Africa initiatives can foster that extraordinary commitment.

Internet Governance in Turkey as a Public Policy Issue

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WHILE THE INTERNET usage has increased and awareness of social, economic, and political impacts of this technology have been grown, issues related to internet governance became more important both in national and international contexts. Especially after the Geneva and Tunisia meetings of the World Summit on the Information Society (WSIS) and the final report of the Working Group on Internet Governance (WGIG), debates about the subject have arisen including various titles and interest groups due to declaration of internet governance is a term which includes not only technical subjects such as Internet domain names and addresses, but also significant public policy issues like critical Internet resources or the security and the safety of the Internet by WGIG. Based on this conceptualization WGIG established four key public policy areas which can be listed as issues relating to infrastructure, issues relating to the use of the Internet, issues that are relevant to the Internet and issues relating to the developmental aspects of the Internet governance.

In this paper one of these public policy areas -issues relating to infrastructure- will be analyzed in the case of Turkey. Therefore applications like administration of the domain name system and Internet protocol addresses, administration of the root server system, technical standards, peering and interconnection, telecommunications infrastructure are going to be discussed from the perspective of critical political economy approach. The empirical material is going to be gained by analyzing Turkey's policy documents which compass topics about internet governance and from interviews with the representatives of DNS authority of Turkey, regulatory authorities and market players. By an investigation like that it is aimed to understand how conceptualising issues and applications relating to the Internet infrastructure as a public pol-

icy issue is vital and deeply related with Turkey's existing and potential position in global internet market and to seek structuring and renewing of power relations embedded in the structure of global internet infrastructure.

WSIS, Turkey and The Information Society

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INFORMATION SOCIETY HAS material and ideological roots in 1960's debates on post-industrialism. It gained momentum in the 1980's as American capitalists and state managers sought an effective reply to the growing competitiveness of their European and East Asian rivals. The Information society discourse has taken centre stage position on the global political agenda since the early 1990s with Al Gore's call for a Global Information Infrastructure (GII). It is more than ever present at the international level through the World Summit on the Information Society (WSIS). Turkey was represented at the second phase of WSIS by a strong delegation headed by Minister of Transport and Communications. A set of principles and action was proposed as "The Contribution of Turkey for WSIS" in Tunis. Synchronously, a new Information Society strategy for Turkey was prepared by an international consultancy firm.

The purpose of this study is to analyze "Information Society Strategy (2006-2010)" in comparison with WSIS declaration. We focused on "Information Society Strategy (2006-2010)" for a better understand the overall "Information Society" discourse in Turkey and social processes and structures which have been reflected or represented and also constructed or constituted by this discourse to theorize and transform. Another important focus of this study is historical changes which answer the question of "what and how have different discourses combined to produce IS discourse in Turkey?" In this respect, Critical Discourse Analysis (CDA) which describes discourse in as a 'social practice' with a dialectical relationship: "the discursive event is shaped by situations, institutions and social structures, but it also shapes them" is most appropriate way of analyzing constructed social processes and structures in policy document.

Small States in the Global Information Society: An Analysis of the Coalition of Finnish Stakeholders in the WSIS Process

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THE DEVELOPMENT OF new technologies and an increasingly integrated global economy has promoted the formation of new frameworks of governance tied to the formulation of Information Society initiatives. This activity moved to the global level in the World Summit on the Information Society (WSIS), arranged in two phases in Geneva (2003) and Tunis (2005).

While electronic communication has always required regulation enforced by international organizations and agreements, the process of interaction intensified as new players arrived on the scene previously inhabited by nation states and organizations such as the ITU and UNESCO. Multinational corporations, human rights organizations and other NGOs, transnational and regional coalitions, and new 'hybrid' structures such as ICANN were influential in the process.

These various stake-holders in the WSIS process held different conceptions of governance and citizenship. In the WSIS process civil society organizations previously were excluded from

media policy formulation on the national and transnational (EU) levels were able to at least partly shape the agenda and influence the outcome of the summits. For them the primary concern in global media and communication governance involved whether the emerging new communications infrastructure allowed by new ICTs is going to be universally accessible and whether citizen rights regarding communication were going to be respected and prioritized in policy making. States and their representatives, however, arrived to the summits with rather different agendas such as promoting their national ICT industry, etc. Insufficient attention has been paid to this role of states in WSIS and also to the position of representative national and international institutions such as parliaments, political parties as well as trade unions in the process.

The focus of the paper is on how the formation of policy at the global level is shaped by the interaction of different actors, performing in a specific historical setting according to various institutional traditions and political interests. This paper examines the WSIS process from the standpoint of a small state; as an example Finland and its attempts to cope and survive in a global Information Society but also to influence its formation. The paper discusses the interactions between established public policy actors and 'new' stakeholders representing civil society networks and global business interests (most prominently ICT companies such as Nokia) in the formation of the agenda of the Finnish government's involvement in WSIS. Research questions include: What kinds of actors participated in formulating the objectives of the official Finnish agenda? What was their mandate? What were the interests and social, political and cultural values that they wished to promote in the WSIS process? The study is a case study where research data consists of documents (e.g., official government documents, parliamentary debates), supplemented with media debates, reports etc.

Regulating Internet Advertising in China: Emerging Policy Debates and Issues

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CHINA'S INTERNET IS one of the fastest growing markets in the world (Zhao, 2002). As of December 2004, the country has more than 100 million Internet users (Zhu and Wang, 2005). Among them, 42.8 million uses broadband and 13.7 million use Digital Subscriber Line broadband (Ashling, 2005). According to Gallup's latest nationwide poll, 12% of all Chinese aged 18 and older says that they have used the Internet. Furthermore, China is doubling its number of computer users every 28 months (Ashling, 2005). The number of Internet users is expected to exceed that of the United States by 2008 (Communications of ACM, 2005). With its 1.3 billion population, China can be one of the largest Internet market in the world.

The rapid diffusion of Internet technologies has also led to the popularity of electronic commerce activities in China. According to a national survey in China, nearly 80% of Chinese Internet users surveyed say that they regularly shop online (Hargrave, 2005). As a result, many have begun to examine the potential of Internet advertising in China. Madden (2000) reported that Internet advertising revenue in China is estimated to be 15 million in 1999. Another report (Wong, 2000) showed that Internet advertising in China is about 100 million yuan. International Data Corp. predicted that Internet advertising revenue is estimated to reach \$250 million by 2004. Internet advertising by email has been used by Christian Dior to promote its new skincare product online (Lai, 2004). Audi also launched a new online advertising campaign that uses rich media banner to promote its new cars by offering a one-day course to learn advanced driving skills (Media Asia, 2004).

In spite of the potential of Internet advertising in China, many issues will affect the emergence of the Internet as a viable adver-

tising application. In addition to whether consumers, advertisers, and advertising agencies can embrace these new technological developments, government regulations also play a vital role in predicting the future of Internet advertising. Chinese government has adopted a licensing regime to regulate Internet advertising operators (Normandy, 2000). Furthermore, regulations on electronic commerce were proposed in 2004, which will have implications for the potential of Internet advertising in China (Emerging Markets Economy, 2004).

In this research, I plan to discuss the following issues:

1. What are the status of Internet, electronic commerce, and Internet advertising in China?
2. What are regulatory factors influencing the diffusion and success of Internet advertising in China?
3. Assess the impacts of licensing regulatory regime on the development of Internet advertising industry in China.

Regulating the Internet in China: Tensions and Controversies

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THE EFFECTIVE REGULATION of Internet content remains a formidable task to the Chinese government, given the vast possibilities of information exchange enabled by the digital media and apparent deficiencies in legislative control. This study selected two controversial issues confronting the Chinese government - news copyright and online satire. Through reviewing and evaluating China's attempts at regulating the Internet regarding the abovementioned issues, this research effort aimed to highlight an underlying tension in the current policies of the Chinese government, which promote a more open market economy while maintaining tight censorship over news media and freedom of speech, and discuss the socioeconomic implications of the Internet censorship on media, society and people in China.

The initial analysis of the qualitative data suggests that with a host of Internet-related issues on the agenda, Chinese policy makers are being reactive rather than proactive because the architecture of the Internet makes censorship difficult at the core. Seeking to turn service providers into policemen and forcing ISPs to filter undesirable content and refuse access to undesirable users may prove to be fruitless and futile. Hu Ge's case indicates that a new content or application provider can emerge from nowhere to become an extraordinary success with relatively low investment and without having to obtain a government license to offer new services. Despite the regulatory efforts directed at curbing online satires, individual users still have ways of bypassing censorship and letting their voices heard in cyber communities. Pranksters may not choose to broadcast their films on the Internet. Instead, they could send them peer-to-peer or through MSN.

The two Internet-related issues covered in the study reflect the social and economic tensions resulting from the conflicts between the free and decentralized architecture of the Internet and the relentless efforts of the Chinese government to assert controls over the technology as well as the content carried over it. On the one hand, the government makes endeavors to foster an enabling environment for the development of a more open market economy. On the other hand, it is tightening controls over news media and freedom of speech.

With the Internet reaching 12.3% of the world's largest population, the new technology will greatly facilitate information exchange and knowledge sharing among Chinese people. As the Internet emerges as a critical national infrastructure for the economy and society, the government has legitimate needs in having a degree of control over Internet activities and content. Striking the right balance between control and flexibility seems imperative as the Inter-

net itself is undergoing constant transformations.

In nutshell, many perceived problems of the Internet should not be taken as defects to be fixed but characteristics of the network. Most important of all, the value of openness should be upheld rather than downplayed if the government determines to serve a useful and better function, because openness fuels the innovation of the technology as well as economic and political freedom.

Digital divides and the role of policy and regulation: a qualitative study. The Greek case

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THIS PAPER EXAMINES the role of policy and regulation in digital divides of Greece. The key question addressed in the paper is: 'What is the role of policy and regulation in the Greek case of digital divides?'. The paper draws on the relevant literature and reports on the findings obtained from primary qualitative empirical research to argue that policy and regulation account significantly for the persistence of digital divides in Greece.

Although other forces such as social psychology and culture, economics as well as technology design and innovation parameters could be considered in researching digital divides, this paper looks at decision-making, namely policy and regulation, to explore specific aspects of digital divides in Greece. This decision is grounded on the interest that decision-making discourses and practices present for understanding and explaining the Greek case of divides, as discussed and illustrated throughout the paper.

The paper first sets the conceptual and research foundations of the argument, while reviewing the key discourses in the field. Particular emphasis is placed to literature that evaluates contemporary policies and regulations from a sociological perspective, arguing in favour of socially accountable decision-making. This allows more specific issues to be discussed, introducing the reader to the research scope of the paper specifically with regard to the Greek case of divides. Then the paper reports on the empirical research conducted to explore and answer the key research question and the issues arising with respect to the Greek case of digital divides. The paper presents the major methodological issues arisen and decisions made during the empirical phase of the research and reports on the findings obtained from in-depth individual interviewing of elite actors in Greece. The paper conducts thematic analysis of the key arguments and discourses articulated by twelve elite actors in the Greek Information Society, such as regulators, politicians, researchers, market players and representatives of the civil society. The analysis of the key arguments and discourses in the interview texts allows the paper to bring up significant issues concerning the role of policy and regulation in digital divides in Greece, while addressing further questions to be researched in the future.

It is worth noting that due to space and word limits, the paper provides an overview only of the interview findings obtained, with the discussion held being by no means exhaustive. Nevertheless, this paper aims at providing the ground where further research on some of the key issues at stake could be conducted in Greece and in other regions. Thus, the paper concludes by overviewing the argument supported throughout, by informing the reader about the current state of the art and by raising implications for future research in other regions.

One Web, Two Webs or More? The dialogic dynamics behind the establishment of the open mobile web

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THE PRESENTATION WILL rely on the research conducted in 2006 and 2007 among the stakeholders of the (e)merging industry of the mobile web. It will aim to demonstrate what were the dynamics between these often very different agents and insitutions when many of the norms, standards and conventions for the nascent media platform of the mobile web were negotiated and established in the early era of its evolution. Based on the interviews with the representatives from institutions such as T-Mobile, Microsoft, Nokia, Opera, dotMobi, BBC, Volantis, Buongiorno, Sybase, Axel Springer and W3C among others the paper will aim to examine what was the power dynamics between them at the time. Using in parallel both Foucauldian and Luhmannian discourse analytic strategies the paper will take under focus the negotiations that took place at the time around the W3C standardisation process for the mobile web access. It will aim to analyse what where the different points of departure for these institutions of very different kind (telcos, IT and Internet companies, mobile specific content aggregators, broad content providers, etc.) who got engaged in this standardisation process. Secondly, it aims to examine what referred in their discourses at the time to the emergence of the shared norms and identity of the mobile web domain. It will discuss the potential first signs of the emancipation of this domain as distinct from the preceding ones, especially from the general web. Lastly and relatedly, it will focus on the question burning at the time - whether to establish the mobile web as a new content platform technologically and in terms of presentational conventions distinct from the rest of the web or as only a different keyhole into the 'big web'. Taken the inherent fragmentation of the mobile domain at the time the paper will also discuss the possibility for that legacy continuing also with the mobile web - hence the possibility, referred to in the title, for even more webs than two. The presentation will examine the causes different players were inclined towards different scenarios in this dilemma.

In theoretical terms the presentation will rely on the Foucauldian approach of media archaeology, partly in the form as it is further developed by Friedrich Kittler. Foucault's theories of power will be the basis for its discussions on the power-dynamics in the industry. It will also take into use of the social systems theory of Niklas Luhmann and related theories of complexity and social and cultural evolution (such as for instance Yuri Lotman's theories on cultural dynamics). Its third theoretic pillar will be Schumpeterian innovation studies, especially in the form of the works of Chris Freeman and many of his colleagues. The paper will use these different disciplinary theories on evolutionary dynamics in order to understand the complexity of the merger of the industries of very different kind.

Who pays the bill? In search of a viable business model for mobile digital televi- sion in Flanders

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VLAAMSE RADIO- EN TELEVISIEMROEP

SINCE IT BRINGS together two powerful social developments, enhanced end-user mobility and new forms of access to media

content, mobile television has the potential of becoming one of the next high growth mobile consumer technologies. Illustrative for the supply side's belief in mobile television as an important commercial opportunity is the recent proliferation of field trials and commercial rollouts. Although some of these trials included user and market analysis, most of them were primarily focussed on the testing of transmission technologies. Despite the common awareness of the necessity of more user-centric research and business development, these stages were often overlooked before the mobile digital television commercial rollout.

This paper reports on three essential stages for the development of a viable business model within the Flemish IBBT pilot project MADUF (Maximizing DVB-H Usage in Flanders). Firstly, based on empirical data gathered from a large-scale survey among 575 potential customers and by means of the multiple validated Product Specific Adoption Potential scale, we estimated market potential for mobile television in Flanders by obtaining a reliable segmentation forecast in terms of the size and nature of potential innovators, early adopters, majority and laggard segments. The rate and price at which consumers are willing to adopt mobile television services will determine to a large extent the business case for this emerging field. Next, a generic business value network was drawn aiming to clarify the existing cooperation models between the different industry partners of the mobile television ecosystem (carriers, handset providers, infrastructure owners, content providers, broadcasters, advertisers and equipment suppliers). Finally, while incorporating extended market forecast estimation data and the proposed business value chain as crucial input parameters, a concrete econometric model was made up in order to investigate the viability of a mobile television ecosystem in Flanders. Combining the input parameters with a Monte-Carlo business simulation shows that the success of mobile television in Flanders will be highly dependent on content cost and demand, rather than on network capital expenditures. It suggests that thorough user research and business analysis is essential before rolling out mobile television services.

The Social Life of Telecommunication in India: Networked Providence or Collective Conscience?

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INDIA'S 'TELECOMMUNICATION REVOLUTION' received impetus from visionary political leadership during the 1980s when State run phone booths that served a primarily commercial function for the upper-middle class dotted the Indian urbanscape. However, the motivation of the movement was misguided in its implementation as it overlooked the majority of the Indian population who happened to reside in the rural areas. Oddly enough, it was this initial push to serve the privileged high-income groups that brought, in the latter half of the 1990s, the lower income groups living in rural areas within the gambit of the phone booth model of connectivity. Networked public access to fixed line telephony now served social, cultural and economic functions for migrant as well as resident populations. From the mid-1990s, mobile telephony too has had a dotted entry into the Indian telecommunication landscape with public policy efforts and private investment interests jostling over regulation of services and control of market. However, autonomous tactical forces that re-allocate the function of telecommunication to meet local and specific needs are filling the gaps overlooked by bureaucratic regimentation and monopolistic tendencies. They are the civil and voluntary sector who recognize the potential of communications technologies for social welfare at the grassroots in the areas of, for instance, health, education and micro-enterprise through free and open source software applications. While on one hand, a material-semiotic reading of the actors

involved in the telecommunications revolution sheds light on how the evolution of fixed and mobile telephony affected social transformations, on the other hand, an understanding of the norms upheld by the stakeholders in their social interactions provides an understanding of the shared assumptions behind their respective choices. The effort for the author, as one involved in creating mobile phone based applications as tools for change, is to gain an explicit understanding of the social forces at play when technological materiality meets human territoriality.

Online Advergimes and Children's Understanding of Commercial Contents

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THIS STUDY ADDRESSES children's ability to distinguish commercial contents from advergimes on Internet websites. Commercially sponsored websites containing games and promotions designed for children are on the rise. Although the so-called "advergimes," derived from combining the words "advertisement" and "video games," are a common feature of many websites, little is known about young people's abilities to decipher the persuasive intentions of the commercial messages inserted within. Although we have the inclusion of separation devices, or "bumpers" in between TV programs and ads (i.e., "And now, a word from our sponsors!") aimed at children, on the Internet, no such separation cues are mandated, nor are they often provided. Indeed, website content creatively blurs editorial and commercial information, and we do not yet know about children's detection of persuasive intent in such "embedded marketing" that the next generation of young people must cope with.

The critical question on children's advertising centers around their vulnerabilities coupled with the ever increasing marketing expenditure directed toward them - approximately \$15 billion in 2002. Studies show that children between the ages of 7 and 11 need to be prompted to retrieve knowledge acquired through media literacy education, while children under the age of seven are unable to use prior information even when prompted. This study focuses on cued processors in age from 7 to 11 years who need to be aided by prompts or cues. We aim to examine to what extent Internet advertising break reminders could trigger cued processors' persuasion knowledge and whether the type of advertising reminders would make a difference.

The study will recruit 100 cued processors (4th graders), and participants will be randomly assigned to one of four conditions: a game website that includes a visual ad reminder; the same website that has been edited to include an audio voiceover along with the existing visual ad reminder; the same website that has been edited so it includes no ad reminder at all; and the same website that includes an ad reminder as well as an audio voiceover after a brief intervention program provided by an experimenter. Except for the presence or absence of visual/audio ad breaks, the websites participants encounter will be identical. The website is actually an existing child-targeted website for Kraft foods that is available online (www.postopia.com). One of the advergimes, "Be a PopStar," has been selected and modified by blocking all other links on the site. Participants will play the advergime about 10 minutes and fill out a paper and pencil questionnaire. Key dependent variables to be measured are 1) detection of commercial nature of the advergime, 2) understanding persuasive intent, 3) development of brand knowledge, 3) purchase intention, and 4) intention to request/pester. The results of the study will inform the ongoing policy debate regarding whether online websites should be required to follow any guidelines or rules about the fair and ethical treatment of children in the Internet environment.

Ubiquitous computing, spatiality, and the construction of identity: Directions for policy response

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UBIQUITOUS COMPUTING DISTRIBUTES computing throughout space. In doing so, it reconfigures access to the resources with which we construct and maintain our identities. Therefore policy responses should be geared toward equitable access to those resources.

Ubiquitous Computing systems generally consist of sensors and responders embedded in everyday objects or scattered throughout everyday environments, linked to networked computers that store, manipulate, and interpret the data from the sensors and control the responders. In ubiquitous computing we have an informational landscape, geographic landscape, and social landscape mutually constructing and supporting each other.

While much UbiComp research is on nano-sensors in relatively circumscribed spaces, infrastructure is also being developed to extend sensing, analysis, and response globally. Once UbiComp moves from the laboratory to the world, it will be integrated into already existing systems of data generation, transfer, storage, and analysis. For example, Verisign has developed a system to facilitate global RFID tracking. Mobile phone operators are the primary producers of locational data. Google Map "mashups" foreshadow more complex UbiComp applications. But if these spatial applications are mediated by Google, then they are also mediated by Google's arrangements with Naveq and TeleAtlas, two companies that dominate the North American and European markets for geocoded data.

Thus the awareness of lived space is likely to be increasingly mediated by corporations. At stake here is space and place as resources in the creation of identities, communities, and patterns of interaction.

Many policy responses to Ubiquitous Computing focus on protecting the autonomy of the inhabitants of UbiComp environments from the persuasive or normalizing blandishments of the environment's analytic gaze. I suggest that a useful alternative frame is to consider it as a problem of distributed cultural production, "semiotic democracy," or shared sense making. Some of the prerequisites for distributed cultural production include knowing the environment, knowing each other, and maintaining cultural boundaries. While there will be contradictions, paradoxes, and negotiations in the pursuit of these goals, the frame of semiotic democracy offers a better map of the problem than the maps currently guiding information policy. It offers a way to develop an encompassing scheme of regulatory and political principals, drawing on privacy, data protection, industrial organization, intellectual property, and contract law.

This paper articulates the established principles in each of these areas of law, how those principles are expressed in policy, and how that policy may or may not be useful in pursuing the goal of semiotic democracy in ubiquitous computing. Finally, it suggests a program of empirical research to understand just how people get along in the world, how we act *ourselves*, how we get out of each other's way, mind our own business, live and let live, are strategically intransigent, watch our backs. By looking carefully at the conditions and resources that permit us to do these things, we may discover how the information environment is implicated in those activities, and so develop new paradigms for regulation.

Dancing Across the Diaspora: Technology and Identity in the Breton Diaspora

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THIS PAPER WILL address the use of digital technologies to reinforce the identity of Brittany's diaspora. The contrast between the traditional perception of Brittany as a 'backwards' region – doomed to second-class status by its culture, language and traditions – and its current use of cutting edge technology to leapfrog that perception and redefine itself as leading-edge is enlightening. I will build on the example of the cyber fest noz – a blending of traditional cultural elements with internet capability to create a new synthesis – to look at the way in which Breton identity has been reworked to account for changes in political and economic situations – and how this cultural editing fits with current Breton realities.

In Brittany, a Celtic-speaking and culturally distinct region in northwestern France, fest-noz (dance parties) traditionally featured as part of any celebration, and are integral to Breton identity. After a mid-century decline, the fest-noz has steadily regained popularity: dance parties once again take place across Brittany on weekends. The revival of the fest-noz extends beyond Brittany: Bretons have long emigrated from their historically poor region, and today the fest-noz follows this diasporic movement. The web is used to broadcast the 'cyber-fest-noz' taking place in Brittany into party spaces including school gyms or restaurant rooms around the world where the Breton diaspora has critical mass. These events can involve up to 2,000 participants and 140,000 web connections (Telegramme, 2006). This form of connected community helps link individuals and families with their diaspora, but also back to their cultural and imagined homeland (Anderson 1991).

The fest-noz represents a continuation of Breton oppositional identity, which developed on the margins of French identity and has thus been expressed through language, stories, costume and music rather than as a national ideal. French notions of national identity and language, created a divide which condemned Breton-speakers (250,000 today) as 'ploucs', poor peasants described by Hélias in "The Horse of Pride" (Hélias 1975). In contrast, they are now likely to be perceived as grounded in their terroir, traditions – and technology – and the language is undergoing a revival as 'neo-bretonnants' reconnect with their heritage (Le Coadic 1998). Recent fieldwork in Brittany emphasized the resurgence of Breton identity as well as the shift in its perception.

As an (occasionally nostalgic) member of the Breton diaspora and a tech researcher, I am fascinated by the cyber-fest-noz's blend of modernity and tradition. Technology is being used to maintain and reaffirm identity by recasting and adapting traditional social customs in the face of significant changes in the home country. The Breton diaspora now represents the leading edge of an evolution towards a more modern, trendier Brittany. Cyber-fest-noz are an opportunity to analyze how small 'nations' can maintain and strengthen their voices in an interconnected world – and how the diasporas set the tone for the folks 'back home'. Through on-line and in-country ethnography and media analysis, I assess the role this technology has played in reshaping Breton culture and bridging the gap between Breton and mainstream French culture.

The battle of Catalan media in cyberspace: a pattern of access and success for stateless cultures and languages?

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CONSIDERING THE CONDITIONS for the access to the Internet, mass-media of cultures and languages of a restricted demographic region with or without State have to face new challenges to survive. The danger of a growing divide between major media corporations and small countries' small corporations seems to be evident. Even more in those cases in which the language used by the media is a broadcasting restrictive factor.

The appearance of identity movements all over the world (which have been analysed by Manuel Castells) is partly the result of the advent of the 'Network Society', and partly a reaction to globalisation processes (analysed, for instance, by Tomlinson). In their identity demands, different cultures entrust to mass-media the task of guaranteeing their survival against cultural and linguistic neocolonialism threats. This is precisely what state cultures do, and even more what stateless cultures must do.

The case of Catalonia and Catalan language are internationally known examples of a stateless culture with a remarkable vitality. Catalonia and the Catalan culture faced serious difficulties to normalize Catalan language in traditional mass-media because of the expansion of the Spanish mass-media in Catalonia. Nevertheless, the arrival of the Internet in Catalonia has promoted several public policies and civic initiatives with a clear objective: to turning the digital challenge into a historical opportunity.

One of the most outstanding result is the fact that, Catalonia has obtained from the ICANN the creation of the Internet domain ".cat" (16th of November, 2006), the first Top-Level Domain (gTDL) assigned to a linguistic community on the Internet. After that, similar campaigns have been started in Scotland (.sco) (<http://www.dotsco.org>), Wales (.cym) (<http://www.dotcym.org>), Galicia (.gal) (<http://www.puntogal.org>); and Brittany (.bzh) (<http://bzh.geobreizh.com>). By the end of 2007, more than 26,000 ".cat" domains were gistered. In addition, the most spread search engines (Google, Yahoo or Alltheweb) offer a Catalan version; in January 2007 the Catalan Wikipedia (<http://ca.wikipedia.org>) exceeded the 50,000 articles. Another important indicator is the constant progression of digital online mass-media. By the end of 2007, the Internet Directory Demoz (www.dmoz.org/world/català) detected a considerable number of web portals in Catalan: news agencies (8), newspapers (21), e-zines (41), radios (153), magazines (28), press services (19) and television (251).

The methodology of research is based in the historical and structural evolution of the communication systems in Catalonia, which has been developed by the authors for more than 30 years. This communication tackles three different aspects: first, the structuring of Catalan media before the Internet; second, the transition of the communication to cyberspace and the politics that are on the side of the normalization of Catalan language and culture; and third, the presentation of the Catalan strategy as a pattern in order to avoid the digital divide between big and small cultures.

Digital and Internet Development in European Minority Language Media and Journalism

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THIS PAPER PRESENTS a thorough analysis of two relevant areas in communications policy and technology: 1) Development

of internet platforms among news organizations of European minority languages; and 2) Degree of digital and multimedia technology competence by journalists working in those media.

Both questions fit adequately within the sectional sub-theme on "Digital divides". In fact, we investigate the progress traditional media organizations from European minority languages are doing to build online platforms to reach out and interact with their audiences and community, and to prevent a new and transversal digital divide within Europe between them and majority language media as well.

But technology-wise journalists with appropriate skills to produce quality content to those platforms must support the communication strategy. That is our second complementary research question.

FRAMEWORK.

The typology of digital divides is varied and probably increasing, for new actors and communities, with new needs, emerge to the global arena as communication resources and knowledge improve too. But common categories of digital divides (economic, gender, age, racial and social), as well as their corresponding research literature, are usually considered within the spatial and/or political framework of nation-states, going upward (international) or downward (regional, local) that basic unit of reference. Mainstream approach to digital divides might be called.

However, there are other social realities, often neglected in the scientific community, that also deserve some attention. One of them is that of minority language communities and communication systems, European in our case. We have studied ten languages: Basque, Catalan, Galician, Corsican, Breton, Frisian, Scottish-Gaelic (Gaidhlig), Welsh/Cymraeg, Irish/Gaelige and Sámi. They are communities with a minimum degree of media development and amount a speaker population of more than ten million out of approximately thirty million inhabitants.

As far as we know, there is no study yet that empirically investigates the new digital media development in the traditional systems (press, radio, TV) of those ten communities, as well as their newworkers competence on internet and multimedia technology. We'll also investigate whether or not public media organizations are setting the path.

METHOD.

Several methods and techniques have been used. Initially, informants in each of the communities provided overall reports of the media reality. After that, the authors travelled to the ten communities, visited their main media outlets, interviewed directors, editors and analysts, asked them to fill a questionnaire, consulted all kind of information sources, and finally coded the database. The complementary question on journalists' digital technology competence was researched using a representative survey of 230 newpeople from a population of 5,301.

RESULTS.

As a preliminary contribution, (only) 26% of European minority language media (press and broadcasting) have an Internet website acting as a "cyber-medium", offering a regular news service; 70% have a simple web; and 3.2% no web. In regard to journalists' digital competence, 65% of them report to have medium or high skill on the use of Internet and multimedia technology for journalism activity. The discussion may be challenging.

Cultural Dynamics, Creative Industries and the Necessary Critique of 'Cognitive Capitalism'

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THE CONVENTION FOR "the protection and promotion of the diversity of cultural expressions" has just been ratified by 30 states, the amount necessary to turn it into an international treaty, with attending policies. It proposes a number of principles and action lines that assert the legitimacy of global institutional entities (UNESCO, WIPO,...), while leaving a relatively wide spectrum of freedom to national interpretation and implementation. Historically the Convention can be considered as the first globalization of cultural exchanges by a combination of governance and law.

The debates brought to the fore the different interpretations of cultural diversity that vie for recognition, in various parts of the planet and among various actors: a transition towards an economy of culture, an expression of indigenous identity, an instrument for sustainable development and peace. These interpretations need to be examined in the light of the three types of content that are co-present in this phase of mutation: cultural industries (connected to cultural goods), content industries (connected to commercial services) and creative industries, whose hybrid status relates them to relational goods and experience goods at the same time.

Though these three types of content share the term industry, what is at heart is culture, within a postmodern information society spectrum where the economy is seen as generating culture and turning it into property. This paper examines the intersection of the three interpretations of cultural diversity and the three types of content in co-presence. It analyzes their evolution and evaluates the risks and promises that are implied for cultural diversity policies and economics. It focuses more particularly on creative industries where contradictory dynamics are at play, in the context of new digital media (Web 2.0, social networks,...). These industries, based on emerging technologies, are at the crux of emerging markets and emerging cultures. They are caught in the new business models around 'cognitive capitalism' while the very tenets of cognition, related to relational goods and user-generated content, would tend to push them towards model offering more social equity.

The analysis relies on a corpus of official documents (by UNESCO, business reports by "Creative industries taskforce", WIPO's agenda...) and theoretical texts by Carlo Vercellone, Yann Moulrier Boutang and Michel Husson (see references below). It considers the oppositions between "work" values and "knowledge" values, and puts them in socio-cognitive perspective (memory, relational goods, scales of interaction...). It adds a "cosmopolitical" perspective (Ulrich Beck) that takes into account the networks of actors involved (public, private and civic sectors). It examines the opportunities opened by the new legal framework created by the Treaty and the evolution of contents on the new networks to consider who will be most empowered and who stands most to lose, in this process of merchandizing of culture and identity.

Controlling access to video on the Internet through code. Towards a political economy of the Internet

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OVER THE LAST years the work on 'Code and other Laws of Cyberspace' by Laurence Lessig has had a considerable impact

on the thinking about the status and future of the Internet, especially in the legal field. Lessig's main argument is: that the architecture and software of networks i.e. Code is an essential aspect of regulation apart from markets and government. One of the main problems is that many of the authors specifically focus on individual aspects of code e.g. technical DRM systems, the Internet root system, etc. and their relation to legal issues. A specific problem with Lessig's work is that there is an underarticulation of the aspect of power and the power relations between the private sector, government and technological options taken. Here authors within communication sciences and more particularly within political economy of communication such as Mansell, Melody, Babe and others have developed a much better understanding of economic processes and their impacts on networks.

In our contribution we will 1) discuss how both streams of work can complement each other in explaining the current evolutions regarding the development of the Internet, 2) propose a conceptual framework to systematise our thinking on how both technology, industry and governments are trying to have a stronger control over the Internet. The framework looks broadly at dimensions of control, technological options used to control and regulation/laws supporting the control.

The different dimensions of control over flows are control over space-who can access content from where, control over time-who can access content when, control over speed-who can have access at what speed, control over access-who can access at all and control over quality-who can access what quality. Control over these dimensions can be interlinked. These controls are exerted by different regulatory instruments in terms of 1) self-regulation by the private industry, and 2) public regulation related to Internet. Self-regulation instruments are amongst others geographic location of users on the basis of IP (allowing control over space and time), geographic location on basis of banking information (idem), DRM (controlling different aspects such as time and space, but also access for those who have paid), content delivery networks influencing speed of access. Public regulation instruments related to Internet are copyright regimes (allowing control over access, time and space), legal underpinnings of DRM, net neutrality (allowing control over access and speed), etc.

The framework will be validated by way of the video industry. Especially after the bad experience the music industry has had with Internet piracy, the movie and television industry are moving strongly in the direction of DRM, filtering and other techniques to protect their content. Furthermore this sector is characterised by business models which rely on versioning and geographic windowing e.g. for television productions, which risk to be undercut by the Internet. The audiovisual industry has therefore a strong interest in keeping these types of systems in place, also in a digital environment. Already global portals such as iTunes, Audible, etc. use a range of these techniques to 'regulate' the spread of content.

Outside the Centre: Search engines in Japan, China, Germany and South Africa

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THIS PAPER EXAMINES whether there is evidence for centre/periphery dynamics in the politics and economics of Internet search engines. Recent studies carried out with major search engines such as Google, MSN, and Yahoo have shown that national context makes a difference in how accessible web pages are via search engine results. Based on documentary analysis, this paper examines the historical development of the search engine industry in four countries: China, Japan, Germany and South Africa. In order to set the cases in context, the paper also reviews the international operations of the major US search

engines, the online advertising market worldwide, and the international distribution of websites. It asks:

What is the relationship between global search provision and local search provision? Is there evidence of a centre and periphery or is the situation more complex?

Search engines are the primary vehicle for navigating the web and are also extremely significant economic actors, both in their own right and as enablers of other Internet businesses. The paper is significant in that nearly all scholarship about the industrial context of search has been from the US perspective, with the notable exception of some work on Germany, which however is not comparative. Thus this work sheds some preliminary light on the workings of *global* new media.

The paper concludes that it is possible to distinguish a global centre and a periphery in search results, although the situation is more complex than implied by that simple proposition. It is clear that search on a global scale is overwhelmingly provided by US-based search engines Google, Yahoo, and MSN, even though local alternatives exist and are used (although typically on a much smaller scale). The productive centre, where search technology is created, is the west coast of the US, with additional technology creation in some parts of western Europe, India and China. The periphery of receiving nations may be divided into "active receivers" with larger advertising markets, for whom search services are somewhat tailored, and "incidental receivers" who may have quite inadequate service.

It is clear that many local websites exist all over the world, and that Internet audiences are free to distrust the US-based search engines and to use alternate forms of web site location (e.g., word of mouth). But to the extent that users are unaware of the geographic biases of search or unskilled in alternative forms of finding web pages, the inadequacy of search provision in peripheral countries is bound to contribute to the funnelling of traffic towards websites based in countries with better search provision. In this way the current search system can be said to contribute to unequal access to Internet content whose geographic dimension mimics the former imperial centre-periphery structures.

"Introversive publicity" and the new Face(book) of surveillance: Role of social media in the reshaping of contemporary surveillance.

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IN RECENT YEARS, the rising popularity of social media such as Blogger, MySpace and Facebook has added to an already heated debate about privacy implications of interactive media. However, most of the current studies on social media and privacy adopt a piecemeal approach within which different privacy threats are considered in isolation from each other and the greater framework of surveillance in contemporary societies. In an attempt to address this problem, this paper investigates the relationship between disclosure of personal information in social media and two related trends: increasing value of subjective/private experience as a social currency and the evolving nature of automated dataveillance.

The paper will start with the argument that an important characteristic of contemporary popular culture is the elevation of individualism and the subsequent rise of subjective experiences of individuals as an acceptable form of truth. This tendency to prioritize subjective/private information over other forms of (supposedly more reliable) information is evidenced by many different examples such as the increasing popularity of confessional and reality programs as well as the design of new office buildings with glass interiors that provide complete transparency.

Using Facebook and MySpace as case studies, this paper will

demonstrate that what sets social media apart from other experimentations with overly expressive reflections (i.e. reality television exhibitionism in exchange for fame) on private experience is that in social media, the disclosure of subjective data (e.g. personal interests) is a crucial component of an individual's identity formation.

We call this process of identity formation through expression of private information "introversive publicity." The case study will demonstrate that this act of subjective expression on social media, despite its public nature, is introspective in that it requires careful self-evaluation regarding how each component of one's identity works in coherence with each other and helps establish a unique identity. Perhaps, then, this act of introversive publicity can even be considered as enabling individuals to actively practice their privacy rights: individuals opt for less informational privacy in an effort to convey the complexity of their identity.

However, the paradoxical result of introversive publicity is that the information revealed to communicate the complexity of one's identity ends up becoming the most extensive source of data about individuals thereby contributing to the functioning of a new regime surveillance. This new regime of surveillance is characterized by 1) disregard for the contextual integrity of each piece of information and 2) an expansion in the uncertainty regarding what criteria are used to distinguish between "risks" and "prospects". Consequently, this discriminatory system, which is often based on automated dataveillance, may assign the individual to a category in a way that not only ignores the complexity of her modular identity but also is virtually impossible to challenge because of its automated nature and its resulting aura of objectivity. Having made this observation, this paper will recommend an implementation-based privacy protection system that seeks to protect personal information not by limiting its initial disclosure but rather adding accountability to how it is subsequently used.

Objects of Interest: states, electronic dossier systems, and the intensifying global divide between the powerful and the powerless

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MOST SCHOLARS OF "surveillance studies" today agree that modern nation states across the globe, driven by the logic of market capitalism and national security, appear to be moving inexorably toward a "surveillance society." There is less agreement, however, as to whether such a society will more closely resemble Orwell's 1984, a sharp divide between the powerful and the powerless that is global in dimension for its subjects, or the kind of Utopian, *Transparent Society* described by David Brin (1998), where power diffuses along increased lateral, rather than hierarchical, data flows.

While it is true that the emerging architecture of global surveillance flows looks more like the rhizomic assemblage described by Haggerty and Ericson (2000) than Foucault's (1979) centralized Panoptic diagram, the risk of totalitarianism in any political system increases dramatically with the state's ability to control information (Giddens, 1985). Dossier systems, national ID systems coupled with detailed personal files on the citizens that hold them, have been a distinguishing feature of totalitarian regimes in the past. They are being introduced today in nation states across the globe, from western democratic states to more authoritarian regimes like the People's Republic of China with considerable support from overlapping pools of private corporations. The emerging technologies of "data mining" (Gandy, 2003) give institutions the ability to process and act on volumes of information orders of magnitude greater than what would have overwhelmed

the institutional capacities of classic totalitarian regimes like Nazi Germany or Bolshevik Soviet Union.

This paper examines the implementation of and resistance to “dossier systems” in two key sites of struggle, the United States and China. Data is gathered and analyzed from a range of sources, including government documents, NGO reports, academic literature, and trade press, based on a hybrid method of case-study and cross-national comparison. One specific case is examined in each country. The U.S. Department of Homeland Security program to implement a new, federalized system of drivers licenses, *Real ID*, has been subject to numerous delays and program changes, due to a strong coalition of resistance. China’s attempt to introduce new policy requiring participants on BBS and blogs to formally register with their ISPs, *Real Name*, was hotly contested within the blogosphere and traditional mass media. Both states encountered organized resistance from the public strong enough to at least temporarily delay the implementation of these policies.

Findings are presented in order to: 1) highlight key factors of law, technology, public sentiment and political economy that seem to drive and/or constrain dossier systems in both countries; and 2) cull from these cases tactics and strategies for three “actor types” – nation states, private corporations, and individual subjects of surveillance – that can most effectively limit the implementation of large scale identification systems and both the production of PII and its centralized aggregation within state institutions worldwide.

Rethinking e-inclusion policies: a new approach for stimulating ICT acceptance

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BUSINESS STRATEGIES AND policies that were successful in increasing internet penetration in the early days may no longer be appropriate. This is most probably so in countries where a majority of people is already connected. In this case, it becomes more likely that the remaining fraction of non-users is either hard to convince, under-skilled or simply lacking the financial resources to afford a connection.

In this paper we propose an original approach for policy measures to increase PC and internet acceptance. Our approach is based on strategies of segmentation and differentiation. This entails that measures are specifically targeted towards different socio-economic groups in the population. In addition, our approach does not only concentrate on removing barriers, as most e-inclusion policies do, but also at increasing the value of ICT for end-users. The approach is based on a project that applied both quantitative and qualitative research methods to investigate the relation between the socio-demographic and socio-economic characteristics of non-users, and on the other hand, their profile in terms of access levels, ICT skills and attitudes towards ICT.

The new approach is articulated around the concept of ‘(perceived) relative utility’, a sociological reinterpretation of the economic concept of ‘marginal utility’. The notion of cost is extended to any effort needed to appropriate a product, that is not only money but also, for example, the time required to acquire skills. Under utility, we understand any perceived benefits a user may obtain from using a product. The relative utility of a product is the perceived increase of utility obtained by appropriating one more unit of that product.

The ‘turning point’, that is the point at which the benefits will outweigh the costs of appropriating an ICT product, are in our approach similar for homogeneous socio-demographic and socio-

economic groups. In this context, homogeneity means that people share the same characteristics in terms of the most important conditions that determine the use of ICT: access, skills and attitudes (ASA). A specific combination of conditions in terms of access to ICT, skills to master the devices and attitudes towards the technology is called an ASA-profile.

On a practical level, in order to set up effective e-inclusion measures, the advantage of this method is that groups of individuals with a relatively homogeneous ASA-profile can easily be identified and reached by policy initiatives. Very often they are represented by professional or social organizations that know how to reach them and are willing to collaborate with government. A specific offering can be proposed then to these groups, taking into account the specificities of their ASA-profile and socio-economic background.

In this paper we discuss the results of two consecutive research stages. Phase I aimed at testing the assumption that members of homogeneous groups share similar ASA-profiles. It consisted of a quantitative survey designed to gain insight into the perceptions of access, skills and attitudes of non-users of ICT. Phase II consisted of qualitative in-depth and focus group interviews with respondents of each group. The main objective of this phase was to improve our understanding of why people do not use ICT at home and to examine possible leverages to lift people over the turning point between non-usage and usage.

Public Participation in the Internet - Lessons from the Environmental Legal Framework?

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FOR MANY YEARS now, netizens are regretting the weak possibilities of participating in Internet governance. Activities of Internet organizations necessarily have an influence in the real world; these organizations are too important for not being responsive. Concerns about the lack of adequate democratic legitimization of Internet organizations have often been expressed, particularly regarding the ICANN.

The Aarhus Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters from 1998 recognizes that access to information and public participation in decision-making enhances the quality and the implementation of decisions, gives the public an opportunity to express itself and therewith enables public authorities to take into account according concerns. By providing further accountability and transparency, public support is strengthened.

The subject of the full paper will consist in examining the possibility of an analogue application of the Aarhus Convention on Internet governance, notwithstanding the fact that the Aarhus Convention is a Multilateral Treaty, signed by sovereign States, whereas the “structuring” of the Internet is based on a self-regulatory regime. The following topics will be dealt with:

1. Transparency as an issue of governance plays an important role considering the complex co-operation of international players. The Internet itself can offer valuable opportunities for the flow of information and communication between Internet organizations and netizens. As information must be easy to approach, the Internet has the advantage of being accessible from everywhere for everyone. Information has to be provided in regular intervals and as soon as possible, without netizens having to demonstrate a specific interest. Exceptions to the obligation to inform, however, are also possible and need to be regulated.
2. Participation and involvement of the civil society (requiring transparent procedures) can have a legitimizing side effect and allow for better credibility of any actions, taken by the compe-

tent institutions. Public scrutiny, based on adequate information mechanisms, allows public intervention in decision-making processes being indispensable in the civil society.

3. The decision-making matters need to be identified at an early stage and made public for discussion. Public participation procedures should be established which are effectively and easily accessible and give recourse to the way in which information is made available.
4. Furthermore, it is important that the Internet organizations, in particular the ICANN and the Internet Governance Forum, provide for appropriate recognition of and support to institutions, associations or groups promoting Internet governance.
5. In order to make public participation really work, on the one hand, a due time-frame needs to be established permitting effective inputs and allowing an evaluation of their outcome. On the other hand, access to jurisdiction is necessary to protect legitimate interests of netizens and enforce the law. Proper enforcement measures are indispensable to establish and maintain a clear, transparent and consistent legal framework. Procedures must be free of charge or at least inexpensive in order to enable everyone to submit a charge. For courts not to be overrun, though, a sufficient interest or maintained impairment of a right must be demonstrated.

Youth and eParticipation: Social Software and political participation?

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THE ACTIVE INVOLVEMENT of young people in social and political decisions by engaging them through the means of ICTs is a major objective in current politics. This paper aims to analyze the usage patterns of Web2.0/Social Software of young people for societal/political engagement. On this basis, strategies for political communication and for political education can (and will) be developed.

As many new media before, the emergence of "Technologies of Cooperation" (Rheingold 2003) has produced new opportunities for participation and active involvement in socio-political decision making, especially amongst youth who actively use new information and communication technologies (ICTs). But, can this new "architecture of participation" (O'Reilly 2005), that enables the user to be creative, recombine/distribute information and become a knowledge producer, actually enhance and strengthen political and society engagement? Which kind of engagement is this and do we have to define a new kind of "the political"?

The spectrum of Web2.0/Social Software applications and services definitely provide the potential for increased democratic involvement of the next generation of voters. But, how are these applications and services used for political participation? Young people are actually very active in certain communities, discuss the circumstances of their lives openly in these new public spaces and create new media formats on You Tube, Flickr, Facebook, or My Space, which can be seen as political engagement. Most young people do not perceive these activities as political which feeds the prejudice that young people are politically disinterested.

The paper is based on the findings of a survey among Salzburg youth in 2006 (Maier-Rabler/Hartwig). The study identified the main topics of interest and asked for the degree of importance and if the young people feel themselves well informed about those topics. A second dimension measured the affinity to ICTs regarding the information retrieval behavior according to the different topics. A third dimension inquired into the readiness for participation of youth for each topic. The results eventually will contribute to the Austrian Democracy Initiative and to PoliPedia.at, a collaborative online handbook for political education in Austria.

Digital Divide 2.0 and the Digital Subaltern

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THIS PAPER FOCUSES ON the digital underclass that is emerging from those who are without access to the Internet. First concerns about the emerging digital divide date back to the late nineties. At this stage focus was on physical access to technology and literacy, and these concerns still resonate today. In the recent Australian federal election one of the points of contentions between the two major political parties was over providing broadband Internet access to rural and remote communities, and how this could best be achieved.

This paper focuses on a different type of concern. In 2003 The Pew Internet and American Life research group found a group in American Society they labelled the 'truly disconnected'. This group comprising of an alarmingly high 24% of the population not only had no access to the Internet, but in many cases did not associate with anyone who did. A recent report by Oxford Internet Surveys found in 2007 that 29% of households in the United Kingdom have never used the Internet. Of these 18% of households, or a little over 5% of total households have little or no intention of ever have access.

This group, without consciousness or their exclusion, or a voice in discourses about access is in the parlance of Postcolonial Theory rendered as subaltern. This paper, working with the theories of Spivak, Gramsci and Homi K. Bhabha examines the conditions of the digital subaltern and contrasts them with traditional analogue subaltern agency. The digital subaltern shares very little space with others. They have no presence online, and their condition is unmarked by skin colour, gender or clothing in the analogue world. This type of invisibility makes any kind of intervention particularly problematic.

The paper then, following Gramsci, explores the potential for intervention on behalf of the subaltern, and the role of the intellectual in providing voice and consciousness to this group. It also examines Spivak's counter and critique of this type of intervention.

The paper concludes by looking for a more complex understanding of Internet access to be able to better inform public policy. We need to look beyond the tradition hardware, software and wetware to look at social conditions and social capital to add an understanding of culture-ware or cutureware to the way that Internet access is understood.

Access to communications and social exclusion in Europe's Information Society

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THE SKILLS AND COMPETENCIES required to use today's new interactive media technologies effectively and safely have risen to the fore of communications policy debates across the European Union. Current initiatives to promote media literacy are focusing policy attention on the importance of media access as a prerequisite for participation in the Information Society. In this context, a question for public policy is how can individuals acquire the skills and competencies required to use new, online digital media in order to take part in a spectrum of electronically enabled activity in the economy and polity. Policy questions of media literacy are being asked at a time that Europe is concerned with the individuals and groups who do not use the more or less widely available interactive media technologies. Following on from an earlier focus on the modernisation of infrastructure concern now shifts towards the individual (non) users of these systems.

This paper sets out to critically examine these user-centred perspectives. It starts by observing a tendency in policy discourses, especially in countries with relatively high internet takeup levels such as the United Kingdom to describe the position of individuals who have not obtained new media literacies in terms of decisions to voluntarily exclude themselves. The paper argues that approaches which offer explanation of media access and use in terms of individuals alone are limited and partial (as are those that focus on technologies alone). The consideration of policy questions of media literacy and access along the lines of methodological individualism has consequences for the wellbeing of vulnerable non users. For example, for older adults and people with disabilities, who can potentially benefit from using interactive media technologies and the content/services available through them.

The paper follows calls in critical scholarship for a redefinition of media access as a concept and as a guide to policy action drawing on insights from qualitative research into media use. This methodological proposition can be useful in the discussion of more controversial matters of effective access to Information Society services, by allowing an analysis of access as a multi-layered policy problem: One that combines issues of infrastructure (provision of network capability) and human capabilities that enable meaningful use of networked ICTs. Articulating political economic and social interactionist perspectives can be advantageous in identifying areas for policy intervention in the domain of public communications (e.g. the forthcoming switchover) and beyond (e.g. in e-social services).

A critical point of view to ICT development in Iran

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NOWADAYS COMMUNICATION AND Information technology is of concern to developing countries. This is toward decreasing the distance with developed countries and proceeding with development plans in long run or in the medium term.

New technology unique impacts on scientific, technical and commercial fields particularly international flourishing of these activities caused most of developing countries revise their traditional patterns and consider a special position for ICT in their developing programs. Iran is not an exception and has already started a cohesive plan in the field since 1990's designing 4 five year development plans in twenty year (1989-2009) signifies how worthy the category is for the country.

The first development plan (1989-1993) initially dealt with distant communications. The second development plan (1994-1999) directly targeted internet and data transfer through this network as well as publicizing cell phone. The third plan (2000-2005) has a more comprehensive view about ITC as aimed at developing network, omission of government monopoly and considering a more salient role for private section.

The forth development plan (2006-2011) is to continue the same policy. The plan is to revise communication system, improve technologies toward privatization of the industry, giving it a competitive edge and also providing the industry with the needed electronic infrastructure to facilitate long distance education sanitation, electronic business and government toward cutting down on the country digital distance with the rest of world.

Taking a demanding as well as critical view the survey is to scrutinize the ICT development plans. In addition comparing Iran situation with Egypt, India and Turkey (Three big countries of the zone).

This survey founding reveals that quantitatively Iran has experience an adequate growth considering the required ends. This has been manifested in using tell lines, cell phones and rural communications. Although qualitatively especially in using Internet,

data transfer, facilitating ITC use in business, tourism, social services, sanitation the development plans have been faced some problems.

Taking quantities indicative into account initially Turkey and then Iran are of adequate standard so as.

Turkey has had a great success in comparison with the other three (India, Egypt and Iran) in phone lines and Internet.

Iran, India and Egypt occupied the following positions respectively.

ICT development in India

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THE PERFORMANCE OF GDP growth, which was 5.7% in 1980, has improved to 6.5% at the end of 9th Plan period (1991-92 to 96-97) made India one of the ten fastest growing economies. The credit went to the services sector led by ICT and telecommunications. Not satisfying fully with the GDP growth rate alone, the policies in the 10th Plan stressed towards broader parameters of human well beings.

The paper is divided into two parts one to indicate the economic development of the country through the facts and figures of growth of IT industry. These macro indicators are collected from government and other authentic websites. The other one is micro indicator of the development covering case studies and other qualitative data.

The conclusions are drawn from the macro indicators which include GDP of the country, Share of IT and IT Enabled Services (ITES) in GDP; Production of Electronics, Computers and Computer software, IT Services, Capital investment in Telecommunications, Market of PC and ITES revenues, Import and Export of hardware, software and services. The other parameters are national figures on money invested in R&D, Users of ICT and Employment in ICT in India.

The quantitative data then supported by the individual cases and qualitative data covering development projects in the area such as Rural, Agriculture, Education, Health Services, Women, Differently Abled, Entrepreneurship Development and Commerce and Trades etc. These then linked with the overall impact of ITC on the society as a whole.

CONCLUSIONS:

The government policy has expedited the process of informatisation of the society.

The highest benefits of government policy and development of ITC have been reaped off by the business and commerce sector.

As far as development and especially rural development is concerned still there is lot more to be done. But the beginning of IT revolution is evident in this sector.

An urgent need to improve scenario of infrastructure development and spread of education has been realized to meet the demand.

The lacuna seems in the research and development sector, which is not strong enough to shape up technology for Indian needs and make it people friendly. However people have their own innovative ways of using technology suitable to their needs.

In comparison with the other developed and developing countries India is still way behind.

Understanding Early ICT Adoption in Urban China: An exploratory study on grassroots technology diffusion and social capital

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DESPITE EFFORTS BY the Chinese government to tighten its control over access to digital media content, the penetration of new information and communication technology (ICT) in Chinese society continues to experience dramatic growth. While the increasing ICT penetration is slowly balancing access differentials amongst socioeconomic strata, there is an emerging elite of early adopters – mostly in urban China – who are opening the path to new ways of living and communicating in a system that traditionally opposes social change. The focus of this paper is on this group of early adopters. Our analysis is based on data from a cross-sectional survey we administered on a probability sample of the populations of five Chinese cities (n=1600). We present an exploratory regression model using diffusion theory and social capital constructs to analyze the determinants of early technology adoption in urban China, and the socioeconomic characteristics and social capital traits of these emerging ICT elites. In addition, we examine the role of this social group in the diffusion of ICT, and explore how opinion leadership on new ICT influences both if and when Chinese citizens who are currently on the outside decide to enter the digital age. We conclude with a discussion of the practical implications of our findings for public policy and corporate practice in the field of ICT in China.

A Comparative Review of Media Globalization in China and Taiwan

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IN THIS QUALITATIVE research I will depict the evolving trajectories of mass media in China and Taiwan from 1990 till now. This period can be considered the globalization of media in China Circle because of three phenomena happening there: 1. prevalence of cable and satellite TV with numerous channels, 2. growing dependence on Hollywood films with computer-generated imagery (CGI), and 3. popularization of Internet.

The media systems in China and Taiwan will be observed by two approaches:

1. the circumstance of media industry with actors (mainly) in private sector and
2. the circumstance of media policy with actors in public sector.

Different points will be highlighted in each circumstance. Regarding media industry, technology, commercialization, and concentration will be emphasized. Advanced media technology has usually been recognized as a prominent characteristic of globalization. Anthony Giddens suggests that technology has conditioned media globalization and laid the foundation for other aspects of globalization. On the other hand, as commercialization prevails in media business, transnational media conglomerates emerged in 1990s and industry concentration has become salient worldwide. Several different ways to associate companies together in recent years, which should be recognized in my research, include merger, acquisition and strategic partnership.

Regarding media policy, market deregulation and cultural protectionism will be focused on. B. S. Østergaard argues that the media convergence propelled by digitalization involves a shift from legislation based on the social functions of media towards regulation addressing technical and industry policy issues. Beyond the regulatory changes in responding new broadcast and

digital technology, the media policies within protectionist context will be also scrutinized in this stage of research. The trade imbalance of cultural products and foreign direct investment (FDI) in local media are the key issues involved here.

I will conduct historical research into relative legislative records, business information, news reports, and other pragmatic investigations. The comparison of media systems in China and Taiwan will comprehend their historical scenarios, major changes in these two decades, and contemporary challenges. Special attention will be given to interesting discrepancy in media industries and policies between these two areas.

China is the third largest economy in the world with 1.3-billion audiences. Within the historically and culturally homogenous China Circle, Taiwan is at more mature developmental stage than Mainland China, which is a step behind 'take-off' according to Walt Rostow's theory of economic growth. Therefore, Taiwan might be an informative sign of future China. The last, not the least, is that the different patterns of media globalization in these two areas may imply some truths and essences of the practical globalization taking place worldwide.

Internet and Print Media In Rwanda: Opportunities and Challenges Of Online Journalism

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THE INTEREST OF this study stems from the fact that the Internet has become widespread in the Rwandan media. As the media industry goes more and more digital, its future is undeniably linked with multimedia. The media workers will be in dire need of cyber journalism for their daily tasks. However, little is known on to what uses this important tool (the Internet) is put, more especially blogs, in Rwanda.

For this study, I chose two local newspapers such as *La Nouvelle Relève* and *The New Times* on the ground that they have both a print and online version. The study is informed by a cultural studies approach to determine how those papers use blogs in their daily management.

Amongst the main findings of this study, I should note that for these newspapers, the problem rise from the span from print to electronic version. Therefore, I try to show that using electronic tools, such as blogs, is more all about fashion - which is generally known as contemptuous consumption - than a very urgent necessity. Evidence for this is that the majority of the newsroom members of both papers are not IT friendly as most of them do not have blogs and rarely access the Internet. Thus, updating the newspapers, especially *La Nouvelle Relève*, is neither an easy nor frequent practice.

It appears therefore, that electronic version is more of a burden for both media institutions than a financial benefit. On the other hand, most of our respondents did not know the interface between blogging and journalism. For instance, some would purport that when bloggers comment on and link to news stories, this is journalism; which is not necessarily true.

Technologising the village agora. How Tele-centres set up in rural areas insert the global in the local

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THIS PAPER IS based on a study conducted early 2006. It was conducted against the backdrop of ongoing national ICT policy

formulation in Zimbabwe. One point of consensus in the national debate captured in the E-readiness Report (2005) was the all too evident urban/rural digital divide across all sectors of the economy ranging from Education, Agriculture, Commerce, Health etc. The fact that country statistics for most countries in Africa show the rural populations as greater than urban populations logically justifies prioritizing the concerns of the rural population in any pro-people policy, more so that which aims at bringing about the information society. However, most debates on the digital divide articulate the divide in terms of levels of communications infrastructure and tele-density differentials between rural and urban areas or between developing countries and the developed world. Questions of how these new technologies tend to reconfigure communities across new spatio-temporal boundaries, resulting in new forms of presences and absences, inclusions and exclusions call for more rigorous action research of many different ICT initiatives already on the ground in many parts of Africa. Drawing empirical evidence from the work of the Open Knowledge Network's ICT project in Zimbabwe this paper draws lessons with policy implications for dealing with the digital divide between the rural and urban areas within developing countries in terms of the nature and volume of content, language and direction of information flow. Malilla V. in *Language is Culture*: (Rhodes 25 Journalism Review 2005, pp8) points out that "...for many people (particularly in rural Africa) the internet is inaccessible because those words written on the millions of web pages and web sites are unfamiliar and strange." It is not enough to take the computer to the village. It is clear that media, which alienate the intended users in terms of language and content can hardly claim to fuel conversation among citizens, which is the *raison d'être* of democratic participation. This study should be understood as an attempt to find answers to the question what architectural and typological designs would best suit ICT projects meant for rural communities. Cass Sunstein, as cited in Witschge T. (2002) expresses concern about the potential for exclusivity of the Internet as a discussion forum. He argues that the Internet, as other new technologies, would dramatically increase the possibilities for people to hear 'echoes of their own voices and to wall themselves off from others (2001: 49). He fears that like-minded will seek the like-minded to talk with online. Likewise, Van Alstyne and Brynjolfsson (1996: 24) point to the fact that 'Internet users can seek out interactions with like-minded individuals who have similar values, and thus become less likely to provide a public space for deliberative democracy. Finally, the paper arrives at the conclusion that present governments in Africa will be most reluctant to come up with policies that seriously tackle the divides that privilege the urban few at the expense of the information poor majority populations living in rural areas for obvious political reasons. Civil society lead initiatives on the other hand are often handicapped due to their short term planning horizons with very few projects attracting meaningful funding for periods stretching beyond four to five years.

PANELS

PANEL: The Digital Still Divides: analytical gaps in policies for digitally-enabled equality

THE PROPOSED PANEL is composed of five panelists from universities in the UK and Canada. Their papers include broad policy reviews complimented by case studies in particular sectors, industries and local economies. All of the authors address the social implications of global technology policy and/or local policies influenced by global policy trends and issues.

Assessing the Digital Divide

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THIS PAPER CONTEXTUALIZES the panel's themes by reviewing a decade of policies addressing the 'digital divide'. It assesses policymakers' efforts to identify and resolve the inequalities in the information society and knowledge economy brought about by economic strategies for competitiveness including the privatization of public resources, labour flexibility, redirection of investment towards technology based markets and welfare withdrawal. These strategies have been linked to governance models involving 'multistakeholders' in processes of decision-making, a model which is often promoted as a localization of control counterbalancing the loss of jurisdiction from national to international firms and regulation. But the paper questions multistakeholderism as a democratic strategy compensating for the digital divide, arguing that the very shaping of the international 'digital divide' incorporates real, material inequalities linked to the possession and use of technological resources. The disparities between societies and classes- the real stakeholders- as well as the uncritical faith in the potential of the technological fix to distribute power equitably remain challenges for those committed to resolving the "digital divide".

Gender and the Digital Divide in the Information Society

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THIS PRESENTATION CRITIQUES the concept of the 'information society' and looks at women's participation in telemediated activities as workers and as citizens. It argues that many of the factors which disadvantage women in the 'real' world are reproduced, or even emphasised, when they are involved in online activities, but new contradictions also arise. Rather than attempting to judge whether the new opportunities for communication and participation are 'good' or 'bad' for women, this paper suggests, it is necessary to evaluate any changes in women's, or men's, positions in relation firstly to their previous situation and secondly in relation to the specificities of the local labour market and the prevailing social relations in the surrounding region. Because of the major disparities in gender relations across both of these dimensions, there is a real danger that digital divides will be exacerbated in many of these areas, even if they are diminished in others.

The creative city and the creative worker

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WHILE THE "CREATIVE" ECONOMY (and particularly the information or knowledge economy within it) is promoted by policymakers as the panacea for failing industrial economies and their cities, work in the creative sector is casual, low paid, and often voluntary. Some of these features are included in labor economists' descriptions of "feminised" labor. Drawing on studies of the Vancouver, BC, creative economy, the research and advocacy centres supporting it, and profiles of creative sector work provided by Statistics Canada, I will assess what we actually know about creative workers, their age, gender and occupational profiles and their economic and symbolic rewards, in the context of the strong policy claims for the transformative capacity of the creative economy.

NGOs and the 'Information Society': Grassroots Advocacy at the UN - a cautionary tale

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HYPERLINKED TEXTUAL PRODUCTION and related keyword search functionalities are increasingly integral to how both gender and digital divides are (re)constituted in computer-mediated settings; a precondition for any *Information Society* however understood. In this paper I critically discuss the intersection of gender and women's advocacy at the UN-brokered *World Summit on the Information Society* in light of how activists negotiated the online and offline terrain made available by participation in this UN-level event. Drawing on published material, the paper discusses ways in which 'gender' operated at certain moments in this 3-4 year summit process; as an advocacy focus in itself, a 'discursive hook' in summit output, and as a site of contestation within and across various groups in the 'Civil Society Caucus'. Based on participant-observation research, a selected keyword analysis of summit output, and interviews, the paper traces some of the occupational hazards that women/gender activists encountered when dealing with government officials, business representatives, and NGOs with divergent agendas and attitudes to the notion of 'gender inclusiveness'. The focus here is on what there is to learn about the hazards and opportunities presented by the inescapable need to deploy keyword strategies in what are now irrevocably computer-embedded avenues, not only for basic access to crucial information but also for effective intervention in contemporary multilateral consultations. Looking back and with an eye to how the post-WSIS advocacy landscape has been evolving, the paper argues that *keyword strategies* exacerbate longstanding issues as well as raise new questions about the way in which any divide - social, gendered, or digital - is apprehended; in theory and practice, online and/or on the ground.

Selling the mobile: the new seniors market

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STUDIES OF MOBILE PHONE use have burgeoned in the past 10 years, parallel to the increase in the distribution and availability of this hand-held, portable communication technology. However, as Richard Ling noted in a recent study for the EU, one of the demographics consistently overlooked in user studies of cell phones, including his own, are seniors: those over the age of 65. This should not be a surprise, as almost all media and communication research on audiences and users have this blind-spot, save a few key texts (Woodward; Featherstone and Wernick; Tulloch; Blakey). In terms of the new global marketing of the mobile phone, however, seniors are seen increasingly as a profitable new target market with a need for 'security'. The potential of the mobile phone is being touted to forestall and respond to emergencies. This paper will report on pilot project on seniors and mobile phone use to discuss how and why age must be considered in studies of wireless communication technologies (wcts), to forestall the instantiation of a new digital divide of in the provision of media, in the Canadian context. It will examine the marketing discourses directed to seniors. This emergent discourse will be put into dialogue with interviews done with seniors (with and without mobiles) about their use of the telephone in their everyday lives, including in their nexus of kinship relations.

Community Communication Section

3

Community Communication Section

At the margins of internet governance: contributions from the grassroots

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RECENT TRANSNATIONAL FORA of communications policy debate, such as the World Summit on the Information Society (WSIS) and the Internet Governance Forum (IGF), have claimed to develop new multi-stakeholder processes which involve all relevant parties into a dialogue over the future development of media governance. Some civil society organisations have participated in these fora and have, often successfully, tried to influence their agendas. Yet others have remained outside, lacking the resources, the organisational structure or the will to take part. The voices of a significant portion of those who develop, initiate, innovate and implement media infrastructure outside the market and the state are thus missing from policy debate.

In this paper we focus on actors which are at the margins of policy (as well as academic) discourses: grassroots media activists, radical tech collectives and alternative Internet Service Providers. By this we mean voluntary groups and networks of activists who provide internet services for civil society and social movements on a non-profit basis, and who do not fit in typical policy-making arenas and debates because a) they are structured as loose and fluid networks, rather than as formal organisations, b) they operate on a precarious financial basis, and c) they are sceptical towards institutionalised politics, leaning towards libertarian or anarchist ideas.

We will explore how grassroots tech groups relate to the broader field of civil society media and what their contribution is to a civil society-oriented policy environment. Based on online semi-structured interviews, a review of recent literature, and our own experience of involvement, we will map their policy needs, objectives and priorities, touching on issues such as privacy, content regulation, intellectual property rights, anti-terrorism legislation, data retention and data interception. We will discuss what kind of contributions grassroots tech groups can give in order to build broader internet governance mechanisms and develop more inclusive communication policies, and, more generally, whether and how it is possible to think about grassroots tech groups as a stakeholder.

This paper thereby seeks to introduce a) grassroots actors and voices into communications policy debate and b) providers of ICT infrastructure into discussions around civil society-based media and adequate policy agendas.

Why Civil Society Media can not grow in Serbia

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31. DECEMBER 2007 was the deadline to complete transformation of the local media in Serbia whose founder, being local or national government or enterprise with major share of capital assets, is the state. Domestic laws such as Information Act (2003) and Broadcasting Act (2002) made this firm obligation in line with European standards and norms.

Media transformation for more than 400 units could have taken two forms. First, to sell local media to new private owners, and the second, to transform them into public, non-profit public founda-

tions, e.g. to build civil society media. Although both paths were legal only privatization is taking place both in practice and public discourse. The process itself is so far unsuccessful, because only 47% of the local media under obligation to change their status did so. The deadline is therefore postponed for new three months.

Interesting question is why this opportunity to develop real community media in form of civic ones is missed? There are several factors responsible for it. Political actors do not like civil society media because the loss of control over them. Employees hesitate because of financial insecurity and loss of hidden incomes. NGOs and institutions of national and other minorities do not use the chance because of lack of knowledge about the model and its advantages. General public has no information about civic media at all, and believes that only privatization is required. Legislators also have no idea what a civic medium should and could be.

The paper will elaborate theoretical and empirical reasons for poor acceptance of the non-state, non-commercial media grow, that was possible in the framework of the media transition process in Serbia.

Policy convergence and digital civil society media in Japan

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IN JAPAN, CITIZENS and civil society uses of media technologies have an interesting history, with famous examples including the micro-radio movement and early adoption of computer networks. These emerged in an environment shaped by civic activities, commercial interests, technological development and governmental policies.

Early online media were text-based, but with improved technology and infrastructure, they can now be easily used to distribute sound, images and video. Broadband-ization of cellular phones is also progressing in Japan, and video reception and even broadcasting from cellular phones is also becoming possible. Technological progress has enabled better civil society-based distribution of information, but a number of policy and legal challenges have emerged. The policy responses (laws, regulations, court decisions) have been often problematic from the point of view of citizens as media makers, from quasi-required user-log keeping for ISPs to copyright enforcement. The problem of Digital Divide and intellectual property rights including copyright are also big issues for online civil society media.

Currently (2007-8), the Ministry of Internal Affairs and Communications is proposing a new policy framework for "a convergence of telecommunication and broadcasting". It foresees varying levels of regulation for all web content, including online variants of traditional media such as newspaper articles and television broadcasting, and covers 'user-generated content' such as blogs and homepages under the vaguely-defined category of "open communication." Civil society media are not recognized anywhere. What kind of impact will this new system have on civil society media?

Using several case studies, we will describe how online Japanese civil society media tackle these problems and what alternatives still exist.

Community Radio in the Everyday Life of a Brazilian Favela

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THIS PAPER IS a study of the everyday use of community radio by residents of the Favela of Pau da Lima in Salvador, Brazil.

Drawing from ethnographic data, this project aims to explore residents' listening experiences of community radio, focusing on how they use and interpret community radio programmes, assessing to what extent these programmes represent a public (social, political or familial) resource for its audiences.

In order to draw an accurate picture, the fieldwork was conducted solely in one community – the Favela of Pau da Lima – one of the largest in Salvador, with an estimated population of 50,000 inhabitants. Portuguese for “slums” or “shantytowns”, the favelas are a consequence of Brazil's pronounced social inequality. Favela residents, pejoratively called favelados, lack proper housing, education and health care and are often ignored by the government. They are considered socially marginal and their behaviour is condemned.

Community radio claims to have a participatory nature and to give a voice to the voiceless. Therefore, the favelas provide a unique setting for testing out to what extent community radio programmes received by audiences remain consistent with the rhetoric of community radio. In order to explore these issues, the focus is on the community rather than on the stations, on the audience rather than on the producers. Since very little attention has been given to the user dimension in community radio studies, this research follows the path of a much-needed new direction.

In addition, the private and public dimensions of community radio listening are taken into account. In the favelas, community radio programming is widely aired through street loudspeakers, making an interesting case study of radio's use in public spaces and challenging the well-accepted perspective of the medium as being essentially individual and domestic.

The theoretical and conceptual contexts in which the research is situated draw on three main clusters of literature:

- A) Sociological, anthropological, cultural and historical studies of Brazilian favelas (authors include Caldeira, Mangin, Zaluar);
- B) The media and everyday life tradition (Moores, Morley, Scannell; Silverstone etc);
- C) Community Media Studies (Atton, Dagrón-Gumucio, Downing, Girard, Hochheimer, Rodriguez etc).

The study is based on a qualitative approach. In order to uncover listeners' points of views, perceptions, experiences and daily interactions with their favela's community radio stations, the following combination of research methods was chosen: ethnographic research (Participant observation of families in domestic environments and on the streets of the favelas) + family interviews + participatory methods (such as asking respondents to take photos and record mini radio programmes). In addition to providing a “thick description” of the daily experience of listening to the radio, this paper intends to locate community radio within the broader sonic landscape of the favela, which relates to ethnography of sound, a barely developed research area.

By asking how community radio is listened to, commented on, talked about and imbued with meaning, both in the street and houses of the favela, this paper attempts to offer a contribution to the field of radio studies, in general and community radio, in particular.

Community Radio Broadcasting in Turkey: Case of Open Radio, Radio METU, Radio Pink, Radio Islam, Cem Radio

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TURKEY MET RADIO in 1920'es like all world. Turkish radio broadcasting which was started by a French company between Ankara and Istanbul in 1927 was did by Telsiz Telefon A.S. until 1936. After this date, various governmental companies did radio broadcasting and its status was changed with 1961 constitution.

According to this constitution making radio and television broadcasting authorization was given to an autonomous organization which was supported by government. TRT was established in 1963 in according with this constitution. After 1989, private broadcasting companies join this environment. While 3894 Radio Television Establishing and Broadcasting Law was eliminating government monopole on radio television broadcasting, commercial broadcasting companies also authorized. According to this regulation Radio and Television companies could not have any relation with nongovernmental organization. Because of this regulation, community radios which are also classified as public

broadcasting companies were not establish. Community radios are a kind of public broadcasting radios and use alternative and democratic telling methods. Government is independent, local, free and autonom against private companies. Public Service Broadcasting systems should separate from government aided public broadcasting systems. Nongovernmental public broadcasting systems mostly established by nongovernmental organizations and they don't have commercial aims. Workers of this kind of organizations are mostly volunteers. Turkey had begun radio broadcasting in the same time period with other countries in 1920'es, but prohibitions obstructed development of Turkish radio broadcasting against European and American Broadcasting companies. After a long period under government control internet and new technology also open a new gate for alternative broadcasting. Internet gave new opportunities to minorities and groups to let world hear their voice.

Radio stations which are samples of this studies are Open Radio producing programs to create environmental conscious, Radio Metu as an university radio, Radio pink as an woman radio, Cem Radio as an religious group radio and Radio Islam because they represent Islamic groups. In this study different social groups radios which are also broadcasting on internet are analyzed by document analyzing method. Data which were getting from analyzing of radio programs investigated descriptive analyze.

In this study, document analyzing method, which is one of the qualitative data gathering methods and includes the analysis of the materials containing the information about the cases and phenomenon that are the object of study. The data, acquired by the examination of the radio programs, are applied descriptive analysis. As a result, it is observed that the teachers are generally authoritative in their relations with their students in The Class of Hababam film serials. Moreover, it is determined that the teachers continued their teaching professions because of material concerns. In the final part of the study, suggestions are presented for the other researchers.

Community Media & Community Capital: Evaluating Community Television in Rural Canada

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NON-COMMERCIAL MEDIA practice with a high degree of community participation (i.e. community media) has been identified as an important site of tension between local desires and global forces, actors and conditions. They form part of a complex response to transnational media flows that includes both resistance and accommodation. Community media perform various social roles at the local level including the production of collective identities, the construction of meaning, negotiating proximities to power, enriching networks of social bonds, and enhancing individual capacities. Evaluating these roles has emerged as an under-theorized and yet critical area of investigation for better understanding the dynamic between local and global cultural production, how community media influences social formation and for

articulating the social benefits of community media to policy-makers and funding agencies.

This paper proposes a framework for evaluating community television by mapping influence on collective capacities (i.e. community capital). An Outcomes Mapping Framework, which links community television outcomes to various forms of community capital, was tested for practicability in the field during the study of a small community television station in Cape Breton, Nova Scotia, Canada. This Framework proved useful in identifying: (i) the multifold ways that community television has played a role in expanding local influence over social outcomes; (ii) indicators of social change causally linked to community television practice; and (iii) some of the strengths and weaknesses of extant community media practice within local media ecologies. The field results also revealed the critical importance of ontological context for evaluative assessments of community media practice. The process of "mapping" community development outcomes suggests that community television has multi-faceted potential for responding to tensions that arise in response to global flows and for expanding local cultural citizenships.

Are Campus Based Radio Stations performing in Post-Apartheid South Africa: An Evaluative Study of Case Studies

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THE GENERAL BELIEF worldwide is that any campus based community radio station is a mere juke box. However, recent research studies have shown that some of these stations are actually contributing to community development. This study briefly evaluates the impact of community radio stations in community development in post-apartheid South Africa, but with a special focus on some selected campus based radio stations. Through critical literature review, this study traces the history of broadcasting in South Africa, from the establishment of radio station in 1919 through to the period of experimental and first regular broadcast in 1924. It further looked at the establishment of the South African Broadcasting Corporation (S.A.B.C) in 1936, its various programming and limitations under apartheid, the campaign to free the airwaves and early community radio initiatives. It also examined the restructuring of broadcasting in South Africa from 1992 onwards, the broadcasting policies, the relevant criteria and considerations for issuing community broadcasting licences and the advent of the Independent Communications Authority of South Africa (I.C.A.S.A).

This paper will use Radio Turf, a campus-based community radio station of the University of Limpopo, South Africa as a case study as well as briefly reviewing the activities of Rhodes Music Radio Station of Rhodes University and Univen Radio of the University of Venda, all in South Africa. To effectively have a clear understanding of the activities and impact of Radio Turf, the researcher used theoretical analysis, focus groups and surveys to tackle identified research problems. The questionnaires distributed and focus groups that were conducted in three nearby communities helped the researcher to ascertain the views of the respondents about the Station's programmes and its impact on the communities. Other vital issues that were critically evaluated include the level of community involvement in the running of the station as stipulated by I.C.A.S.A. Activities of other University or Campus based community radio stations like Rhodes Music Radio, Tuks fm and Univen Radio were also briefly examined for insight. Critical social issues like programming, listenership, community involvement, language usage and coverage of the Station were also addressed by the respondents.

Community Radio in Slovenia and Macedonia

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THIS ARTICLE WILL explore the very beginnings of community radio and its actual role and participation in Slovenia and Macedonia. Slovenia was the only republic that survived the violent collapse of former Yugoslavia without much bloodshed, although considering community radio; Slovenia as well as Macedonia is still remaining at its grassroots. Slovenia joined European Union in May 2004, adopted the Euro currency in 2007, and is defined as the most successful example of a political and economic transition. However, in the light of privatizing, deregulating and commercializing its media, what is the professed role of community radio in contemporary Slovene and Macedonian society?

The development of community media links up with many of the leading issues in social sciences and the political sphere in the 20th century – issues concerning a categorical differentiation between the state and civil society (of which the market is a part) and a third realm, the public sphere, which ideally mediates between the two. Furthermore, the questions regarding the balance between the role of technology, economics and public opinion in determining social developments; the mechanisms of political democracy and the role of public debate; questions of community integration and culture; issues of paternalism and social order and control and the relative weight given to private vs. public ownership in capitalist societies, all come together in the study of community media.

Today, the value of community media is finally getting some recognition. However the Broadcasting policy in Slovenia and Macedonia still does not recognize the importance of community media, despite, as Rennie says: "Community media has proven again and again it is here to stay and it demands to be taken seriously", (2006: 12). In a contemporary society, everyone should have free access to information, especially ethnic groups, minorities, etc. Community media are not only representing the interests of civil society and minorities, but also the right and possibility to communicate. What this in praxis means is that citizens and communities need free access to the information not only which are produced by the global media networks, but also to the ones which are produced by community media/radio.

Community radio should help and enable media access to individual groups; such as students, minorities, alternative cultures, and other communities, which, because of different media patterns, do not have the access to the mainstream media; and with that also not the possibility for expression and participation in public (media) discourses. The article argues that Slovenia has a relatively long tradition of – community radio, for example, Radio Mars and Radio Student, existed outside of the state and the market (non-government and non-profit), yet it interacted with both. Also Macedonian community radio station Kanal 103 is present in the media field from the early nineties. However, in order to understand the situation on the ground, an insight view of the Media policy in Slovenia and Macedonia will be introduced. Furthermore, interviews with community radio journalists are conducted and analysed, in order to present difficulties of community radio stations.

What is Good TV: Art in Public Access Television

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SWEDEN HAS HAD non-commercial, local, public access television since the early 1990s. It is most active in the bigger cities and

predominantly used by ethnic groups, religious confessions, media educational programs and the occasional community media grassroots. On the public access television network in Stockholm - called The Open Channel (reaching about 360.000 households)- a group of local artists transmits a weekly art-show titled "Good TV".

The use of the public access network for broadcasting art, artworks and "happenings" raises questions about alternative media not usually found in the community media research. E.g. how central are the question of democracy and participation in Good TV:s activities? How is the old question of art versus mass media articulated through the program? What kind of show is produced? The case of Good TV introduces to community media research aesthetic considerations often overlooked by the field (which tend to emphasise content over form and expression). One might also ask what these experiments with the TV-medium can tell us about contemporary mainstream television culture?

This paper investigates the production of Good TV on three levels: The intentions and framework of knowledge among the "production team"; the technical infrastructure surrounding and saturating the production; and the structures of production. Drawing on Stuart Hall's famous model for encoding/decoding of television discourse, the study consists of interviews and participatory observations and adds up to an understanding of how the alternative television text is coded, what tensions and values are negotiated within the production team, and what elements decide the outcome of the text. It is part of a research project that studies alternative television production in Sweden (Good TV) and Lithuania (CAC TV), where artistic experimentation and alternative visions meet conventions and formal organisation of media production.

Human Development through Community Radio in Rio de Janeiro State

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THIS PAPER ANALYZES community radio's contribution to human and social development in Rio de Janeiro State (Brazil), through the discussion of the regulation of these initiatives, their organizational processes (eg. ABRACO - Brazilian Association of Community Broadcasting) and, more specifically, their contribution to the increase of the Human Development Index (HDI) and their achievement of the Millennium Development Goals (MDG). Based on documental and bibliographical research, and interviews with directors and members of three community radio stations, Novo Ar FM, Nucleo Barreto FM and Pop Goiaaba FM, the paper will also discuss their forms of organization, their everyday practices and the historical, political and social role these initiatives play in their respective communities. Novo Ar FM is a 'traditional' station, based on capacity building processes in their area; Nucleo Barreto is more focused on a institutional and professional perspective, with a wide variety of programmes, but only transmitting via the Web (their only possible choice, as they couldn't cover their operational costs with few advertisers) and Pop Goiaaba FM, which is driven by the cultural movement of Niteroi, next to Rio de Janeiro city, its aim being to spread 'good music' and independent cultural contents and programming. Areas of stations' analysis include: management (composition, degrees of participation in different activities); programming (interaction between the public and radio producers, line-up collective building); production (realization of researches, diversity of themes); expression and format (radio styles of programmes, decisional processes, mobilization and social activism); sustainability (costs, ways of funding, conscientization); social articulation (public policies and social change, participation of social sectors, social movements and community associations) and also the limits of

the current legislation and cases of repression by the federal authorities through police. Emerging findings reinforce the idea that these radio stations, distinct from state or private initiatives, are essential in a public system of communication and the need of appropriate policies and regulations to legitimate and support them and the role they play in the social development of the areas to which they broadcast.

Finding and Funding Voices: the London experience

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HOW ARE THE voices of marginalised and disadvantaged communities to be heard in a large conurbation? Using London as a case study, this paper reports the outcomes of current action research and places them within a historical and European context. The newly created post of Senior Lecturer in Community Media, to which the author was appointed in the summer of 2007, involves both the development of community media courses within a university spread over several sites in North and East London, and outreach work to identify communities and groups who are either already using media or would benefit from doing so to achieve their goals. An international colloquium held in September 2007 identified London's particular conditions where community radio is concerned: wide geographical spread and size of population, diversity of cultures and languages, limited availability of spectrum, lack of a regional policy or infrastructural support and above all scarcity of funding. The last problem, a common experience across the world for this type of medium, is, in a city planning to host the Olympic Games in 2012, the more remarkable when compared to the funds being spent on preparation for the Games, on regeneration, and available through various schemes and central and local government departments to address social issues such as poverty, crime prevention, housing, health, development of sport and leisure facilities etc. Community radio is pigeon-holed in the category of 'media' and not recognised as relevant or the responsibility of other ministries or departments. The paper will record the advocacy which, conducted in alliance with the national representative organisation, the UK's Community Media Association, and with local practitioners has encountered this denial of responsibility played out against a background of contested powers between the London authority (Greater London Assembly, headed by the Mayor) and central government. NGOs and funding agencies reflect the same ambivalence when presented with the case for supporting community radio. The type of evidence required, quantitative and linked to economic outcomes, is one that accords with the free market philosophy encouraged by successive governments over the last two decades. The paper will make comparisons with other regions and nations in the UK and a cross Europe where different policies have resulted in a more favourable climate and infrastructure for community radio, but at the same time will acknowledge the historical legacy of London's problems which has defeated other attempts in the past. Studies and policy interventions conducted in the early 1980s and several attempts in that period by broadcasters; the BBC, commercial radio, and community radio; to solve the problem of giving a voice to different London communities, will be summarised to give a historical perspective to the current situation. The research uses interviews with policy-makers, funders and community groups, records of meetings, public documents and the author's own diary and commentary, and takes a multidisciplinary approach to examine the place of community radio within the economic, cultural and social regeneration of London. ¹

Community Radio and Television in Latin America: Movements in Colombia and beyond

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COLOMBIA PRESENTS AN EXCEPTIONALLY dynamic and articulate movement of citizens' media, working mainly with radio and television technologies. This movement is outstanding for several reasons: a) citizens' media leaders operate in rural, isolated, dispersed regions of the country; nevertheless, leaders from very distant regions know each other, maintain fairly good communication flows (through face to face encounters, telephone, and, when available, internet), and implement joint projects and initiatives. It is precisely these tight links what made possible the emergence of a movement; b) Colombian citizens' media leaders express an impressive level of sophistication in terms of articulating their vision and goals for community media. These leaders have a very clear vision of the roles that ICTs play in democratizing the public sphere, strengthening social movements, encouraging local participation in decision-making processes and local governance, and contributing to peace-building in areas of armed conflict. This wisdom has emerged from the very grassroots and not from academic circles; however, it is clear that such level of complexity could not have been developed by these leaders had they not had the opportunity to share, reflect, and discuss their experiences and observations from the field; c) although strongly de-centralized, this is a national movement. Regional networks of community/citizens' media have been established and are actively maintained. Together, these regional networks cover a great area of the national territory.

This presentation will explain this success story in terms of the joint efforts of three different spheres: government, ICTs activists, and academics. I will present a particular case in which I have working for years, as a prove of the statement: AREDMAG (Magdalena Media Region Community Radio Network). The Magdalena Medio Region has been a region with strong presence of guerrilla organizations since the 1960s. It is the national oil processing center, which explains a strong labor movements since the 1930s. As it became the stronghold of guerrilla groups, the right-wing paramilitaries decided to "clean" this area in the early 90s, therefore it became one of the most violent regions in the country due to guerrilla-paramilitary wars, which mostly victimize civilians. In this context, AREDMAG, a network of seventeen community radio stations attempts to strengthen civic culture, local participation in governance, and non-violence. Now it is one of the most important social movements in the region with a political, social and cultural influence. It is also an example of what a community radio network could build up in vulnerable situations.

Mapping Public Media: A Case Study of "Why Democracy?" and the Creation of Online Public Spheres

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WITHIN THE EVOLVING digital media environment, public media-makers are constructing new platforms and tools to try to span traditional global divides. Documentary films, television programs and media outreach campaigns are being combined with digital networking tools in an attempt to draw together issue-oriented publics across political, cultural, and geographic boundaries. Among the questions being asked about these digital tools like blogs, wikis and social networking sites is how they might be changing the structure of the public sphere. Recent work from

scholars like Lincoln Dahlberg and Zizi Papacharissi have examined how Jurgen Habermas' structural definition of the public sphere may be adapted or made obsolete by Web 2.0 tools. Yochai Benkler has suggested that participatory online communication modes are contributing to more empowered publics by encouraging more deliberation and debate about a range of issues. However, public media-makers are struggling with the most effective uses of these new tools to create effective spaces for deliberation outside the direct influence of the state and the market. Questions about the qualitative nature of these public spaces and how they compare to their offline counterparts.

This research examines "Why Democracy?" – a documentary film project created by the South African non-governmental organization, STEPS International, for distribution to public television broadcasters around the world. The organization commissioned 10 documentary films from 10 countries, each reflecting a distinct cultural and national perspective on the issue of democracy. Using Web 2.0 sites and tools like MySpace, Facebook, You Tube, Flickr, and Blogger, in conjunction with traditional offline outreach tools, the project intended to carry the dialogue beyond the screen to encourage a worldwide debate about the various merits and pitfalls of democracy. Through interviews with key stakeholders, content analysis of discussion forum and blog postings, and qualitative analysis of user-generated content and overall citizen participation, this research examines the resulting public sphere created by these outreach efforts. This research characterizes the resulting public sphere, examines how it fits into current theory about online public spheres, and what lessons it may provide for future efforts at implementing online tools in public media projects.

The initial findings of this case study suggest that while public media-makers are ambitiously attempting to incorporate Web 2.0 and new media tools into their projects, there is a significant gap in the theoretical understanding of how these tools directly influence the shape and nature of the public sphere online. This gap must be better understood if public media projects are to successfully navigate the transition to the digital environment and engage publics in online spaces. There is also a tendency to use these tools for mere promotional purposes rather than to create robust spaces for public engagement. This case study takes a step toward identifying best practices for the use of Web 2.0 tools in public media projects by determining how these tools may be utilized for more than market-based promotion purposes.

The social capital and participating on online community – Based on the survey on Korean and Japanese university students

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IT IS QUITE clear that the internet helps build social capital and also supports to maintain social networks. Barry Wellman maintains, "Computer-supported social networks sustain strong, intermediate, and weak ties that provide information and social support in both specialized and broadly based relationships...". However, it is not yet clear what is the specific form of the social capital which is built in the internet and also there can be crucial cultural differences.

This paper discuss about the specific trait of the social networks of Japanese and Korean so that I would like to clarify if the internet is more likely to be the reflection of the real life's social connection or more likely to have the significant role to find a "new" social network to support alienated peoples.

This paper is built primarily around findings of two panel surveys conducted in Dec.2002, Dec.2005. It focused on the nature and scope of Japanese and Korean's University students' social networks, how they use the internet to build and expand new rela-

tions or to deepen and maintain their already-known relations.

In previous studies, Putnam(2002) makes a distinction between two kinds of social capital: bonding capital and bridging capital. Granovetter (1973) has also stressed the social function of "weak tie", the weak ties enable reaching populations and audiences that are not accessible via strong ties.

We categorized two types of connections which people have in their social networks on the internet by referring previous studies above in the survey.

Bonding Ties(on the internet): There are the people with whom already have in-person relations and also are in frequent contact like family, school alumni, friends and so on has communication on the internet. They are in frequent contact or from whom they seek for help in a variety of ways.

Bridging Ties(on the internet): There are the people with whom have met by participating on online community at the first time. Some has a face to face meeting and some has the experience to communicate on the phone or email after known each other exchanging meeting on the site.

(The case of the latter one is called in Japanese "mail tomo".) They are in less frequent contact, and are less apt to meet in person.

It is found that the primal function of Internet in terms of social capital is more likely to maintain bonding ties than create bridging ties. This kind of tendency is more prominent for Korean than Japanese. Korean has strong tendency to maintain their "Bond ties" with school alumni through participating alumni online homepages. Putnam(2002) stress from his book, "Bowling alone" that the "bonds" can create a society that is happy, well educated and safe and on the other hands broken "bonds" have wreaked on our physical and civic health. But in Korean society, "Bonds" -

in particular school alumni-has somewhat different social contextual meaning. Those are frequently criticized as social vice because it is said that those easily act in an exclusive way to other school and some prestigious school has dominated political and social power and right for long period.

An agenda setting approach to community media. The case of Mundo Hispano

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MEDIA REPRESENTS A SYMBOLIC and physical social sphere. As many other day-to-day relationships, media responds to certain people's needs and takes a particular form in the each social context, which determines its characteristics and the role it plays in people's lives. The significance of the social functions of media continues to increase, among other reasons because of the cultural conflicts in cities' urban space, which often raises concern among governments and other key social actors.

This article explores the content of immigrant's community media in relation to the satisfaction of migrants' specific needs as well as cultural identity strengthening and immigrants' integration on the local imaginary. It departs from a case study about Mundo hispano(Hispnaic World) (www.munhispano.com), a free-of-charge newspaper focused on Latin America' issues, Immigration, Culture, and Sports issues of interest to migrants living in Barcelona (Spain).

The research seeks to find out what kind of contents are offered and how it's the process of agenda setting takes place (i.e., what inputs do the managers receive from the Latin citizens, associations, business, etc.), particularly in relation to the lack of information provided by other local newspapers and public institutions. It follows theoretical elements from communication for development and social change theories developed by Rogers, E. (1976); Wallack (1997); Melkote, S. & Steeves, L. (2001); Tufte, T. (2003); Servaes, J. & Malikhao, P. (2005). It is based on in-depth inter-

views with managers and members of the audience of Mundo hispano, localized among the Latin America Entities' Federation of Catalonia (Fedelatina) members (<http://www.fedelatina.org/>).

The papers' findings are discussed in relation to current immigration debates taking place in the country and it makes recommendations for future research endeavors that may shed light on how community media reflects these dynamics.

Content Creation as Participatory Development

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THIS PAPER REPORTS on research findings from the Finding a Voice project, a multi-sited ethnographic study of - and experiment in - local participatory content creation. The project is made up of a research network of 15 pre-existing local community-based media and ICT initiatives in India, Nepal, Sri Lanka and Indonesia. The goal of Finding a Voice is to increase understanding of how ICTs can be both effective and empowering in each local context. To investigate the most effective ways of articulating information and communication networks (both social and technological) in ways that might empower poor people to communicate their 'voices' within and beyond marginalised communities.

Issues of voice are receiving a great deal of attention in development communication, and development more widely. Listening to and consulting the 'voices of the poor' marks a now mainstreamed or institutionalised concern for participatory approaches to understanding the lives of those experiencing poverty - the targets of development efforts. It is an approach that allows those who are living in conditions that might constitute 'poverty' to tell those who are not what this experience is like, in their own words. Such an approach might challenge our 'expert' conceptions of poverty itself.

The basis of arguments for participatory and bottom-up approaches are that - through participatory approaches - different realities can be presented, and questions asked about 'Whose Reality Counts?'. However, such voicing may be encouraged, but never really heard. Participatory approaches may themselves turn out to constitute 'top-down participation', where participation constitutes 'insiders' learning what 'outsiders' want to hear, or simply an exercise in administrative task-sharing or the necessary rhetoric to win funding. Participation may be a buzzword, hijacked from its original counter-hegemonic purpose.

In the fields of development communication and ICT for development there is growing attention being paid to the local production of content, marking a concern with promoting a diversity of voices through media and communications. Communication for Social Change (CFSC) might be considered as a point of convergence between the development agenda and community-based, alternative, or citizens' media. Another interesting point of convergence can be found in community multimedia centres (CMCs), largely initiated with donor funding and fitting squarely into the development agenda, and yet strongly linked to traditions of community media. CMCs combine traditional media with new digital media. The idea is that this convergence will provide a two-way link to global information and knowledge available through the Internet, through the 'intermediary' of local traditional media.

Most of the Finding a Voice sites can be considered CMCs. The focus in this study is on community-produced media content and participatory approaches to its development. Participation not only in the creation of content, but also in the decision-making surrounding what content should be made and what should be done with it. This paper explores whether and how, in this context, participatory content creation can provide a mechanism for participatory development.

Towards a New Paradigm of Mediated Communication: Gen-M and Virtual Communities

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THIS PAPER ARGUES Gen-M is the first generation to live solely in the new paradigm of mediated communication, characterized by being a paradigm where information consumption and production have melted into one figure; and defends they were driven to it through contemporary modes of socialization, namely by hanging around in a wide range of virtual communities.

Although still not clearly bounded, for the purpose of this study Gen-M is defined as being the first generation in which media play a central role in their lives, and comprises, roughly, those born after 1982, which are presently in their teens or early twenties. It is the first generation whose lives have been consistently changed and shaped by the media, and particularly, new media. For those youngsters, the digital natives, cyberspace as evolved towards the dissolution of frontiers between information production and consumption, and every Gen-M, as this paper will try to show, plays simultaneously both roles.

Users of digital media, particularly those relying on the internet, are no longer passive recorders of information, but alternate such activities with the role of content producers, injecting new information on the web, and thus raising the volume of circulating data. The paper argues such interactivity is what characterizes Gen-M appropriation of the media, an event that is completely new as related to traditional media, and that there is an intimate relation between these new media usages and the new ways of teen socialization, namely socialization through CMC (Computer Mediated Communication) in spaces conventionally designated as virtual communities.

On line, all the time, for everyone, is the distinctive mark of Generation-M. To illustrate this paradigm change, the paper analyses the figures of web penetration and usage in Portuguese homes; applies a survey over media consumption and usages to college students, namely all freshman and senior year students of the Faculty of Arts & Letters of Universidade da Beira Interior; and studies the constitution of virtual communities around the comment boxes of three popular Portuguese blogs.

The survey's purpose was to evaluate if the web usage profile of these students could account for the turn in a new, bi-directional communication paradigm, and the results showed clearly such is the case.

Gathered this material, the paper tries to outline the new paradigm of mediated communication's characteristics, as opposite to the old media model, exploring eight distinct features of new media usages, confirmed by the empiric data available; and draws conclusions on how new media pervading our lives are changing and shaping the ways of the future.

The View From Inside: A Participative Evaluation of Three Indigenous Community Broadcasting Station in Chiapas

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THIS PAPER PRESENTS the results of an ongoing evaluative experience of three broadcasting stations in the highlands of Chiapas of southeastern Mexico. These three stations are independent of the State, pursue no commercial interest, and operate without legal authorization. They form part of a larger indigenous

organization, formed as a result of a massacre known as "The Massacre of Acteal". In 1997, paramilitary forces this village killing forty five Tzotzil Indians, including women and children. Although located within the region of the Zapatista conflict, the stations are not directly involved in the activities of the EZLN (Zapatista Army of National Liberation); their work emphasizes the respect for human rights, self-sustainable development, equal rights and justice, and peace for the indigenous peoples. The appearance of these stations places itself within the framework of unsanctioned community broadcasting movement beginning in Mexico around the middle of the last decade as a result of indigenous initiatives.

The focus of this study is inspired by various perspectives, both theoretical and practical: on one hand, we reapply the principals and proposals emanating from Latin America in the area of Popular Education where importance is greatly attributed to the processes of reflection and systemization of practice. On the other hand, we reapply the perspective constructed by Clemencia Rodríguez and a group of Colombian researchers in the evaluation of the community broadcasting stations of the Magdalena Medio. In this perspective, it is of fundamental consideration, the re-construction of personal and collective histories, through various participative techniques in order to uncover subtle processes of changes in the established symbolic order, and the creation of new meanings resulting from the community experience. Our evaluation has also borrowed certain aspects of the methodological proposal developed by Jo Tacchi and her collaborators from Queensland University of Technology, consisting of what she calls Ethnographic Action Research, which endeavors to register the transformations of the communicational environment that propitiate the participative use of the Information and Communication Technologies for Development (ICT4D).

The participative focus implies that those involved in the daily operation the stations have established both the aspects to be evaluated and also what is finally expected. The analysis and interpretation of the data are mainly a product of the collectives participating, and the role of external researchers is that of facilitators and support in systematization.

Beyond the applicable feedback to the practice of evaluated experiences, this study constitutes an effort in knowledge construction and empirical register of the constructs difficult to understand, such as empowerment, social cohesion, and community life. These concepts, however common in the discourse relating to alternative and community media, do not yet carry sufficient weight for both governments and financial agencies, still waiting for the outcome of the quantitative indicators.

Aboriginal and Indigenous Australian Community Radio: Community Media and Social Change

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THROUGH THE USE of oral history methodology, my research has examined how the arrival of radio, television, and the Internet has affected the lives of people in the Appalachian Mountains of the US. The oral histories I have collected create a valuable human diary that documents the importance of radio and television in Appalachian communities. Similarly, oral histories tracing the early adoption of the Internet also contribute to a better understanding of how Melungeons (1), a tri-racial community in Appalachia that historically has been perceived as 'other,' were able to use electronic media to redefine their individual and community identities – both virtually and in real life – despite their geographical isolation. The culmination of this research resulted in my book "The Electronic Front Porch: An Oral History of the Arrival of Modern Media in Rural Appalachia and the Melungeon Community," recently published by Mercer University Press.

As I look forward, I have begun to reflect on how my work is situated within a more global paradigm. Using the model that I have established in examining media usage within the Melungeon community of Appalachia, I am now exploring ways to expand my research to include other 'outsider' communities. Last summer I traveled to Australia to conduct research on Aboriginal and Indigenous People's electronic media usage. Specifically, my paper proposal is based on oral history interviews I conducted with Aboriginal and Indigenous People in Australia who have become actively involved in producing, hosting, and performing on local community radio stations throughout the country.

My earlier research with Melungeons demonstrates how electronic communications technology can be used to positively redefine an 'outsider' community through the use of self-authored Websites. I believe my research suggests that electronic media, such as community radio, may also have a dynamic effect on other groups such as Aboriginal and Indigenous Australians. My interviews with Aboriginal People have shown how their use of community radio redefines both identity and community and has helped them advocate for human rights and social justice.

(1) The second edition of Webster's Dictionary describes a Melungeon as 'a member of a dark-skinned people of mixed Caucasian, Negro, and Indian stock, inhabiting the Tennessee mountains.' There is, however, a great deal of mythology surrounding Melungeon identity. For instance, one legend contends that the original Melungeons were escaped slaves or mutineers from African/Portuguese boats that jumped ship while approaching the Southeastern seaboard of North America and fled to the Tennessee mountains to hide.

Songlines and satellites: a study of Indigenous community broadcasting audiences in Australia

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THIS PAPER DRAWS ON new Australian audience research to explore the notion that continuing circulation of ideas and assumptions about the 'Indigenous world', through Indigenous media, contributes to the development of a national Indigenous public sphere by highlighting common experiences and issues. Indigenous media also acts – most often quite deliberately – as a cultural bridge between the parallel universes of Indigenous and non-Indigenous society. They provide sites for public opinion formation; sites for creation and reaffirmation of identity; sites where citizens can engage in collective efforts to bring their issues to the dominant public sphere; and sites where Indigenous people can attempt to influence the policies of various governments through the pressure of public opinion. Indigenous media represent important cultural resources which provide their respective communities with a first level of service. And it is Indigenous media, globally, that continue to play a central role in offering a critique of mainstream media and its place in the formation of the broad democratic public sphere. A wide range of audiences now access Indigenous community radio and television across Australia. This paper draws from the first-ever national qualitative audience study of the Australian community broadcasting sector, 'Community Media Matters', completed in 2007, revealing Aboriginal and Torres Strait Islander media offer an essential service to communities and play a central organising role in community life. Although previous studies into the Australian Indigenous media sector have suggested this, it is the first time that audiences from the cities to the most remote parts of the continent have had a chance to confirm the importance of locally-produced media in their lives. It has revealed new insights into the nature of the relationship between audiences and the producers of Indigenous community radio and television.

Constructing the Chinese Identity in America: a Preliminary Analysis of Chinese American community media

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AS BENEDICT ANDERSON (1983) recounts in imagined communities, abstract time, space and the abstract social, in which language replace the face-to-face relations of traditional communities, are successors to their concrete counterparts of tradition. Employing the imagined communities approach, the main purpose of this paper seeks to understand what component constitutes the imagined communities in a context of global communication. Basing on a content analysis of Chinese immigrants' media, this study tries to explore how immigrants' identity interweaves with those cultural symbols shown on the text. The findings may shed the light on analyzing the adaptation of Chinese Americans in United States.

The theoretical framework undertaken in the study is the theory relevant with the phenomena of hybridities. The theory mainly concerns about the cultural form in the context of cultural globalization (Hall, 1997; Nederveen Pieterse, 1995). In this case, I seek to answer what Chinese American identity refers to constructed through a community media.

As Jan Nederveen Pieterse (1995) states: "Taking in these lines of thought, we can construct a continuum of hybridities: on one end, an assimilationist that leans over towards the center, adopts the canon and mimics the hegemony, and, at the other end, a destabilizing hybridity that blurs the canon, reverses the current, subverts the center" (p.56-57). In general, the theorist of cultural hybridization concerns about the process of cultural reformation (Featherstone, Lash and Robertson, 1995). The first, the theory assumes that the boundary of identity is boundless rather than the outline of identity is fixed. In other word, the concept of culture is recast as an identity space instead of a cultural character belonged to a given place or people (Yon, 2000). Secondly, due to the unstable situation of cultural formation, the theory of cultural hybridization also concerns about the phenomena of cultural difference. The cultural hybridization is viewed as cultures of the post-colonial period. The hybridized culture is one of an expressed form of margin people (Bhabha, 1990).

Therefore, the study, through the content analysis of ethnic media, is to explain the process of cultural hybridization in Chinese American community. The findings may contribute to an understanding of Chinese immigrants' identity, which will suggest an approach of studying the cultural differences in the field of global communication.

One of major immigrants' media widely circulated in U.S. is the Chinese Yellow Pages (CYP). The booklet functions as the information service and the community bulletin as well. According to the mission statement, the publisher of CYP mentions, "Chinese Yellow Pages strives to be the number one resource guide for lifestyle information pertinent to Chinese consumers and the development of the Chinese community overall (Chinese Yellow Pages, 2007). In Howley's (2005) account, he indicates, "The community media refer to grass-root or locally oriented media access initiatives predicated on a profound sense of dissatisfaction with mainstream media form, dedicated to the principles of free expression, and committed to enhancing community relationship and promoting community solidarity" (p.2). In terms of the community media function, I select CYP as a purposive sample to probe the construction of immigrants' identity in U.S.

Dustmen (garbage collectors) Want To Be Seen: the Limitations of Community Media and Civil Society and Counter Public Sphere

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AT THE VERY BEGINNING of the 90s, the clashes intensified in the Southeast of Türkiye caused considerable amount of urban migration to Ankara, Istanbul and Izmir started.

The difference was that the immigrants had to migrate to big cities without enough socio-economic conditions. After the 90s the realisation of neo liberal policies made these people the urban poor who lived within periphery of big cities struggled for survival.

The jobs which the new immigrants could find were only from the irregular and flexible world of the informal sector. One of the above mentioned irregular jobs is collecting solid waste such as can, paper, plastic from the dustbins in order to be segregated for recycling to make money. Immigrants at early ages are the ones who generally work such. At midnights they try to search for any kind of solid waste such as paper, plastic and cans which are easy to collect, carry, and make money.

Since they cannot collect the waste legally, they are seen as criminals however they transfer the city's solid waste into sustainable economy. Thus, they formed their own solid waste union (KATIK) in Ankara aims at changing the image into positive and drawing attention to very difficult living conditions in which they survive created by the forces (the police) who stop and bother them. They created their website (www.katikdergi.org), started to publish newsletter (KATIK) and they tried to make the poverty in cities and very difficult living conditions clear for the society by arranging creative performances and taking part in demonstrations. The garbage collectors increased their struggle to the death in response to the attempt of Ankara Municipality transfer the waste collection business to the Professional Licenced Agencies. Garbage collectors show great effort in creating anti public sensitivity within the middle class.

The main purpose of the study is to discuss the function of creative protest means to establish common counter public sphere between the the urban poor, sensitive middle class and the community media. On the other hand; the other major point is to see to what extend the civil society and the community media activism will function and progress in terms of the struggling between Ankara Municipality and the garbage collectors on the turning point how the Capitalism tries to make waste itself lucrative business. The Research study was conducted in three levels. First, the oral history study which was carried out among the Solid Waste Workers Association in Ankara streets and 6 writers of the streetpaper www.katikdergi.org / activists to find out the history of the community. The second step was to depth interview in a detailed way with the technical assistances to the website and newsletter of the Solid Waste Workers Association and civil society and community organisations who are in relation with them to be able to understand how the middle class based civil society responded to the problems. Finally, in the third step the discourse was to be identified by analyzing the themes mentioned in their streetpaper (KATIK) and website www.katikdergi.org

Communicating social struggle – challenges and obstacles of alternative media and communication in the World Social Forum

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SINCE 2001, WORLD Social Forum (WSF) has been organised in order to accommodate an open space for issues concerning sustainable development, the environment, democracy and human rights. The event gathers hundreds of thousands of representatives from social movements, networks, NGOs and other civil society organizations opposed to neo-liberalism, a world dominated by capital and any form of imperialism.

This paper addresses the challenges of alternative and radical media production in relation to the World Social Forum (WSF) process. Alternative media and communication have in relation to social movements provided communicative means for social struggle in the global south, but its presence also highlights question about mainstream media and communication, and its relation to contemporary social change.

The aim is foremost to give an overview of the different media and communication projects, activities and networks that have emerged out of the WSF process, but also to discuss the theoretical and methodological implications of research on social movements, the WSF, and social change in relation to media studies.

The study highlights some examples of the interplay between social movements and media development, through what methodologically could be described as three major forms of alternative media and communication production connected to the global justice movement and the World Social Forum. It examines the implications of globalisation on alternative media and communication in the WSF.

This paper also discusses the relation between alternative/radical media and the mainstream. These two different fields of media production are often viewed as dichotomous, but several interconnections between these fields are materialised during the WSF. The connection and intertwining between social movements and alternative media networks, sometimes proves very valuable in the market of news making. This correspondence between the mainstream and the alternative fields of media production need to be addressed. Therefore this paper also discuss the repercussions of alternative media production on the journalistic mainstream.

It draws on current theories of alternative media and communication (Downing, 2001, Atton, 2002), but also on the theoretical concept of World Social Forum as an epistemology of the south (de Sousa Santos, 2005, 2006). The understanding of WSF as a communicative space where knowledge is not only shared but also produced in relation to the experiences of every day struggles in the global south opens up for theoretical challenges in the field of critical media theory

NGOs, media and contemporary slavery

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THE AIM OF this research is to establish if and how NGOs influence media agenda in order to use it to create awareness of their causes. A case study of the NGOs working on the eradication of contemporary forms of slavery in rural areas of the Brazilian Amazon was carried out in order to analyse the relationship of these NGOs with mass media vehicles. The concepts of civic/public journalism and media advocacy were used to examine the character of the coverage on the subject.

The research methods utilised were the press coverage analysis of five Brazilian and four British daily newspapers between

January 2004 and June 2006. In order to support and validate the results of the media coverage analysis, a standard questionnaire was applied to professionals dealing with the media in the three NGOs that are part of the research.

Community Broadcasting in South Asia: Hybrid Solutions for localized Information Access Points (A Bangladeshi Case Study)

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IN THE BACKDROP of a continuing media deregulation, the availability of high and low end ICT solutions for information services and the demand of localized media outlets from the "base of the pyramid" population, South Asia is experiencing a positive surge in the community broadcasting sector. This paper particularly looks into the case of Bangladesh, a promising LDC where the broadcasting and telecommunication industries are going through a series of transformation. In a comparative study with the community media sectors of India and Nepal, which covers techno-economic and regulatory analysis, this paper looks at the present communication trends, regulatory scenario, different dimensions of sustainability (social, technical, financial) and the overall prospect of community media in this South Asian country. Several factors are found to be working in the favor of community media: the rapid penetration of GSM Cell Phone companies both as voice and data service providers; huge demand for local content and localized programming; the willingness of the present government to open up FM airwaves for community broadcasting; the establishment of Telecenters or Rural Information Centers using local resources and the presence of a pool of trained human resources to run these outlets. Potential synergy between different technological options and their relative effectiveness have also been explored. The hybrid solution of Cell Phone- Community Radio-Telecenters has been found to be significantly sustainable for establishing Information Access Points or Knowledge Centers in a typical Bangladeshi setting.

Button-less on the Information Superhighway: Issues of Ideological Horizons in Environment Communication Amongst Communities at Fish Landing Sites Along Lake Victoria in Uganda

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THE PAPER ADDRESSES issues of ideological horizons in relation to the information superhighway as they affect environment communication with special focus on grassroots communities at fish landing sites along Lake Victoria in Uganda. While in the 'button society' a lot of information is accessible at the press of a button, say on the internet, the most that the button-less grassroots societies have to contend with is a simple radio switch. With such a continuum of ideological horizons, both communities cannot interpret environment management concerns in the same way.

Based on the findings from a formative evaluation survey for a situation analysis done as part of a research project that sought to find Behavioral Change Communication strategies that can be used to empower grassroots communities to adopt good environment management practices, the paper highlights several ideological horizons issues and how they influence environment communication.

As conceptual framework, the Paper is guided by Stuart Hall's

Encoding and Decoding symmetrical framework, whereby the degree of symmetry of the codes between the encoder and decoder will determine the effect or to what use the message is put to. The 'meaning' or decoded message should be transposed into practice or consciousness.

With the current state of environment degradation of Lake Victoria, it is no longer adequate to strive to increase public awareness only on environmental issues, but it is also critical to influence populations in high risk areas like those at fish landing sites. It is therefore important to carry out communication research to find out how Behavioral Change Communication (BCC) can be used to empower grassroots communities to adopt good environment management practices.

As a way forward, practical suggestions are given in a bid to empower the communities to participate more in managing their environment sustainably.

Do U YouTube? Online Communities and the Development of an Electronic Citizenry

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OVER THE PAST decade there has been a growing concern over young people's lack of interest in the political process, indicated by statistics that show 18-25 year olds do less voting, are declining in political memberships, have fewer political conversations, read fewer newspapers and are doing less things in groups than previous generations (e.g. Bennett, 1998; Putnam, 2000). While a number of social, cultural and economic factors have been blamed for creating the conditions for disengagement, the role of mass media has been theorized by many scholars as a key factor. Robert Putnam perhaps most effectively popularized the view of media's role in civic disengagement in *Bowling Alone*, where he contends that the time displacement created by television and the Internet could single-handedly be blamed for young people's failure to engage in communal activities. However, some researchers have responded to such criticism by challenging the negative impact media and technology have played in the decline of civic life; perhaps, this perspective suggests, new technologies are not necessarily indicators of disengagement so much as they may be facilitating a new kind of engagement.

This paper therefore aims to contribute to the growing body of literature that challenges existing theories of youth disengagement, and demonstrates some of the ways that new media technologies may be re-defining popular conceptions of civic engagement and political identities. Through a qualitative assessment of the online video site YouTube.com, this paper reviews the various ways YouTube facilitates political participation, civic engagement and even public scholarship. The research suggests that young people are no less politically disengaged than older generations. Instead, I argue that traditional political structures and activities no longer address the concerns associated with contemporary youth culture, while the sender-receiver model of communication and the top-down nature of electoral politics perhaps no longer coincide with the social worlds of young people. Social networking sites like YouTube have thus become a more appealing venue for political and civic action primarily because their interactive, two-way characteristics provide a sense of control and self-efficacy at levels not found in traditional political processes.

However, this paper problematizes the civic and political activity of young Americans by acknowledging that online communities contradict traditional conceptualizations of democracy, as local and national boundaries are no longer static or well-defined. Participating within the fluid borders of cyberspace thus situates electronic communication within a global framework that may not translate into action in the offline world. Further, like all social net-

working sites YouTube is a for-profit business operating within a global political economy. These implications are addressed with a review of contemporary communications policy and by situating YouTube within the ongoing debates over media ownership, copyright law and network neutrality. In doing so, it questions whether or not the neo-liberal agenda of regulatory bodies may be potentially more damaging to online forms of civic engagement than the hyper-commercial, individualistic features of new media technologies themselves.

Collecting Culture: Negotiations of Cunning Capitalistic Collection Practice in North American Letterboxing Virtual Communities

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WHY WOULD PEOPLE collect virtual images? This collection is not limited to the idea of the image however; the entrapments of culture, cunning, and discovery pervade the landscape of the virtual letterboxer. The participants enter a website through a larger, multi-layered letterboxing site and acquire these collectable images through puzzles, internet site negotiation and pop culture knowledge. Many of these images are not unique or unusual and could easily be obtained for pure visual pleasure through a simple web search. Yet people are drawn to the idea of collecting and cunning and the social attachment that is made among those in the culture. Letterboxing is an emerging hobby that involves the exchange of stamp images, or in the case of virtual letterboxing a digital image, and collecting and archiving the experience. The official introduction of letterboxing in the United States has been connected to an article in *The Smithsonian Magazine* in 1998 and has expanded exponentially since. Unlike the long established U.K. version of the hobby, North American letterboxers rely strongly on the use of the internet to post clues and boxes. The use of the internet in collecting visual culture is telling of the pervasive desire in North America to obtain status and satisfaction through individual prowess and intellect.

My research explores the use of the internet by North American letterboxers reinforces and reintroduces the concepts of manifest destiny, collection and consumption and use of technology for acquisition. Through the use of a political economic theoretical framework and uses and gratification theory allow for a greater understanding in the persuasion of these individuals. Political economy theory expands the frame of this research by allowing for a greater understanding in the underlying motivation and desire of capitalism and consumption that have to be understood to find this activity desirable and fulfilling. Uses and gratification theory is a media-based theory that examines the multi-use way in which the media is understood and used as a means to an end. The choice of the letterboxers to pursue collections through the internet medium is telling of how emerging cultures can benefit greatly from emerging technology.

Methodologically coming from an anthropology background allows for a comprehensive ethnographic mixed-method approach. Research is being conducted through participant observation; including writing and de-coding virtual letterboxes on the internet. Person-centered interviews will be conducted virtually with key collectors and clue-writers to extrapolate the importance and value placed on this hobby and gratification from this. Observation and analysis will occur through connection to the primary internet site and dedicated chat boards connected to the practice of virtual image collecting.

Based on preliminary research I believe that this research will show a deep, possibly unknown to the participant, connection and mediation to the trappings of capitalism and collection as a means to this end. The findings will be organized and analyzed in the final

paper version of this research. The popularity and attractiveness of letterboxing in North America has a specific demographic of educated, middle-aged (30-60) white women. This demographic finding combined with particulars of virtual collecting I believe will illuminate a new means of transmitting cultural values and norms within the context of internet.

Exploring the Cultural Marketing Model of Ethnic Media in Taiwan: taking Hakka TV Station as an example

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CULTURAL RESOURCES REFER to the material or mental products bequeathed or existent through human activities, which can be used to produce valuable things. In the early "Implementing Mandarin" policy of our government, the dialect ethnicity of Taiwan encountered a predicament in which the mother tongue was suppressed.

Although the Hakka ethnic group was the second largest ethnic group in terms of population in Taiwan, it was unable to speak Hakka in public; broadcast and TV media were short of the programs that spoke Hakka.

In October of 1988, under the initiation and leadership of the "Promotion Association of Hakka Rights and Interests", some Hakka opinion leaders began to carry through the activities for returning their mother tongue, proposing such slogans as "Return to me the Hakka Language, Respecting Hakka people", which lifted the curtain on the Hakka people' long-term fight for their mother tongue. In the past fifteen-year fighting course, striving for the visibility of Hakka culture in the broadcast and TV medias had always been one of the focal points for Hakka mother tongue movements. Moreover, applying for radio channels and establishing the broadcasting station for Hakka people was a milestone with significant meaning.

The Hakka Television Channel was tried on June 14, 2003, and started broadcasting formally on July 1, 2003. The Hakka Television Channel regards passing the Hakka language on, keeping and popularizing Hakka culture and enriching Taiwan's cultural diversity as its main goals.

With regards to passing on the Hakka culture on as its organizational motive, the Hakka TV Station pays considerable attention to the use and broadcasting of the Hakka language. In terms of the viewers of the channel, the faithful audience groups are the middle-aged, silver haired group, or the women. We dare not to say that the teenagers or young audience group are not included, but from this point, it seems incapable of reaching the ideal of the serving objective of passing on 'from generation to generation successfully.

In view of this, researchers plan to view Hakka television channel, which started broadcasting in July 2003, as a case study, and study the following problems:

1. The Hakka Television Channel specializes in showing the loving care for the Hakka ethnic group, which cultural resources are used in it?
2. The Hakka Television Channel specializes in demonstrating the loving care for the Hakka ethnic group, what is its cultural marketing mode?

According to the results, the positioning for Hakka television station is serving Hakka people, but the innovation of management for Hakka television station cause the uncertainty of existing elder audiences. This reflects the trend of carrying out the idea of multicultural society in Taiwan is facing the choice of being a beef stew or salad bowl? How Hakka television should attract young audiences and existing audiences from different generation becomes an issue to face.

Local TV on the southern Andes of Peru

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PERU IS A MEDIUM sized country in South America, with a population of over 24 million inhabitants. The economic and political conditions that had existed for decades, has made it a very centralized country, and over a third of the Peruvians live in the capital city of Lima. Education, health services, work opportunities, industries and markets, legal and government facilities, are all concentrated in Lima. With this scenario, it isn't strange that media companies and the major news and television production companies are based there.

This became critical in the early eighties, when the main stations started broadcasting (first by short-waves and then by satellite) from Lima to the rest of the country. Before those years, there were affiliates in most main cities of the country, and a small local production facility that encouraged local programming (mainly news programs)

By late eighties and early nineties, some attempts to have local broadcasting television stations were performed in some of the biggest cities of Peru (other than Lima) and have somehow survived since then.

But in the last decade, several local and small TV stations have started to work around the country, in smaller cities, becoming an alternative to the broadcasting made by the main TV companies from the capital city.

Radio is the most popular media for people that don't live in the big cities of Peru, especially those living in the Andes. But Television has started to take its place and importance, although not its mobility. Nevertheless, several local TV stations have appeared in different places of Peru, and plans to found new stations can be heard in many others.

In a global world, local realities try to find their way to resist cultural influences and to keep a voice of their own. After almost two decades of having only one local TV station, the Andean city of Juliaca (3800 meters/12500 feet above sea level) has started to see new stations appear, reaching seven full local stations – plus the TV stations broadcasted from Lima. Juliaca, with a tradition of trading and business economy that makes it one of the most important cities of the southern Andes, has a population much lower than other main cities of the area and is seen by most people as a "passing by" place. In the last decade, some media events have made it a cornerstone to other provinces of Peru.

How does a local private TV station works and sustains itself among other 10 or 12 competitors, with a reduced market that could barely sustain one or two broadcasting services? In a country with a shaking economy where the big centralized TV stations in Lima – the capital city of Peru – struggle to survive, the phenomenon seems puzzling.

What kind of programs do they produce? What are their contents and interests?

In a centralized country like Peru, where the main media production is made in Lima, themes from other parts of the country have little interest. The Andes, and specially the ones to the south, in the border with Bolivia, have a long tradition of being ignored by the coastal capital.

Do local TV stations fulfill a need of self recognition in the Andean population? Do they reflect a local reality, forgotten or neglected by the centralized production?

Or do they fulfill personal needs and are used by locals with other purposes, as has happened with radio?

This needs have been growing for decades, but the local stations haven't flourished until some years ago. Why hasn't it happened before, and has only burst in the last decade?

Which conditions in Peru and in the Andes changed and allowed them to exist? Were they economic, legal or political?

Those were the questions we tried to answer in a research, which visited the city a couple of years ago. To find our answers,

we interviewed most of the owners of the local stations and TV producers, visited four local stations to learn about their production process, and analyzed locally produced programs broadcasted daily.

What we found was that the special characteristics of Juliaca allowed them to burst in this scene, which can already be found in other parts of the country.

Community communication in Velezuela Nowadays

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THIS DISSERTATION DISCUSSES the results of a research concentrated in the deep transformations occurred in the Venezuelan legislation that regulates the use of the mass media system, especially, that of the new community medias.

For this purposes, was applied a comparative analysis, diachronic/ synchronic, to the body of laws and regulations that regulates the matter until the year 1999, moment in which ascended to the power the current President of the Republic, Hugo Chávez Frías, causing a global and controversial reorganization of the juridical system in the country.

The aims of the investigation were:

1. To determine the sections and articles of the Bolivarian Constitution of Vene-zuela) (1999) that protect the rights of expression, information and / or commu-nication, and the way as these affected in the emergency of the community medias.
2. To determine the changes got in laws and already existing regulations in the country for the year 1999 -Organic Law of Telecommunications and its Regulation (2000 and 2003), Penal Code (2005), Organic Law of Protection to the Child and Teenager (1998), etc.- and the way as these affected in the emergency of the community medias.
3. Determine which are the new legal instruments -Regulation of Sonorous Broadcasting and Television Opened Community medias (2002), Law of Social Responsibility in Radio and Television (2004)- destined to regulate the fitting out of the community medias, his characteristics, contents, uses and social functions.

Finished the research, it was conclude that the transformations got in the legal frame that regulates the fitting out of community medias in Venezuela, tends to favor his emergence and development though, to level factice, the relation between these medias and the Venezuelan State results in many occasions not transparently, impeding often the plural expression of the communities in favor of the groups of base identified in explicit form with the Bolivarian political project that leads the President Hugo Chávez Frías.

Small Media in the Slums of Nairobi

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DUE TO RAPID urbanization and uneven distribution of wealth, more than 60% of the population in Nairobi live in informal settlements where access to sanitation and electricity is minimal and poverty and illness constant threats. However, mainstream media do not address such issues, which are imperative to the majority of people. Instead, scandals of corruption and parliamentarian politics dominate the commercially driven, daily sensational information flow. Moreover, when mainstream media do cover events in the slums, the information is often related to violence and crime.

In areas not covered by mainstream media, alternative media

play an important role. Its function can be conceptualised as resisting cultural and political hegemony by providing means for democratic communication to groups that normally lack this opportunity (Atton 2002, Downing 2001). Globalisation and increased mobilisation towards global justice in the last few decades have made alternative media ever more important. However, within the field of media studies there are few studies on alternative media's role for democracy and the civil society (Spitlnik 2002). Furthermore, research on media and especially alternative media within the field of social change and new social movements has long been marginalised and overlooked (Downing 1996).

Since late 2006 several small media projects have emerged in the slums of Nairobi. This paper presents the results of approximately 25 interviews with alternative media producers from different slums in Nairobi. The material was collected during several months of fieldwork in Nairobi (January 2007 and November 2007 to January 2008) with the aim to assess the role alternative media play in promoting democracy and a vital civil society in urban slums in Nairobi. This paper examines how alternative media function as tools in organising and mobilising social change but also in the struggle of making communication itself more democratic and inclusive.

The paper will address the following questions: What are the goals of the producers of alternative media? How do alternative media producers work in order to involve the local community? Do they articulate a vision of working towards a more democratic communication and if so, how do they work in order to achieve that?

The study shows that these small media projects perform four major functions: They give a more positive and nuanced image of the slums that counterbalance the information provided by the mainstream media. Furthermore, they provide an arena for discussion and dialog within the community, in this instance a specific slum. In that sense, they also amplify the voice of the voiceless. Last but not least they accommodate opportunities of employment to young people from the slums, thus giving them an alternative to a lifestyle involving drugs and crime and prostitution.

The final paper will relate the above-mentioned functions to a broader discussion of the relation between media and democratisation, mobilisation for social change and the process whereby communication itself can become more democratic and inclusive.

Sustaining Alternative Media in Canada

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IN THE FACE of escalating concentration of media ownership, cutbacks to public broadcasting, and the creeping influence of corporate imperatives on the production and dissemination of news, "alternatives" to corporate media such as independent and not-for-profit publications, community broadcast outlets, and web based media are increasingly held to provide key venues for community expression, political debate and, particularly for subordinate social groups, discussion and development of social identity. However, developing and, particularly, sustaining a diverse and vibrant alternative media has been a difficult challenge. Given their generally small size and reach, and their focus on creating particular types of editorial content rather than private profit, these media often lack economic stability. Because they operate independently, they have few if any economies of scale. Ideological concerns over the possible influence advertising and/or grants might have on content sometimes limits possible sources of income. And because of economic uncertainty, workers often work for free or for little or no pay and content production and distribution are often irregular, adding to the precariousness of these operations.

Set in two parts, part one of the paper draws upon Bourdieu's

field theory to examine the issue of sustainability of alternative media with particular attention to the Canadian context. Through a general review of the literature it explores some of the main perspectives on sustainability, focussing on issues such as how and when sustainability becomes a concern and the ways in which linkages between different types of media and specific social groups and movements are linked to these organizations' 'life cycles.' It also examines some of the different dimensions of sustainability – such as funding, personnel, content creation, expertise, production equipment, and work space – and how the issue is inflected differently in the context of different kinds of media. Drawing upon this context, part two provides three short case studies of how the issue of sustainability plays out in the fields of community broadcasting (both radio and television), independent magazine publishing, and on-line media in Canada. It provides an overview of the political economic context and operation of these types of media and critically considers how they navigate the dimensions of sustainability raised earlier in the paper.

Conclusions are drawn about the conditions under which sustainability becomes an issue and the successes and failures of independent media in Canada to meet with this problem.

The (Almost) Legal Illegal Radio: Pirate Radio as an Alternative Media – The Case of Israel

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PIRATE BROADCASTING HAS almost become a national phenomenon in Israel. At least 300 pirate radio stations operated in Israel since the mid 90s. This figure, it should be noted, is more than ten times larger than the number of legal radio stations (two national stations and 14 regional/commercial stations) broadcasting in Israel.

The term "at least" was used, as nobody – including the authorities – knows exactly how many pirate stations operated in the past and how many are currently operating.

Unlike the United States and Great Britain, where in many cases the owners of the pirate stations could have received licenses, but refused to do so in principle, in the spirit of the First Amendment, the pirate stations in Israel cannot receive licenses and they are forced to operate illegally. The legislature and the regulators that operate within the framework of the law limit the number of stations that can broadcast legally.

What are the factors contributing to the proliferation of pirate broadcasting in Israel, that offers, in fact, and alternative media to the legal stations?

Although, to a great extent, Israel adopted the European broadcasting model of government or state controlled broadcasting media, it was not in a hurry to follow Europe's example of de-regulation that would allow the establishment of private radio stations. In fact, the authorities chose to turn a blind eye to the pirate stations, thus encouraging the establishment of additional stations.

Based on a wide study, started 13 years ago, we can say that there were two main reasons for the decision to turn a blind eye to the pirate stations, one political, the other social. Many of the pirate stations define themselves as religious stations, and they affiliated, almost formally, to religious political parties. The fragile coalition structure, which characterizes the Israeli political map, particularly over the last two decades, has given the religious parties tremendous power. These parties have taken advantage of this situation to set up – albeit not formally – pirate radio stations (as they were not able to get licenses for legal stations, due to the regulatory system, which limits the number of radio stations in the country). The authorities usually refrained from taking action against these stations, due to their political backing.

From the social aspect the pirate stations are, in fact, an alter-

native media: they respond to a broad variety of social and communication needs that had not previously found expression in the national radio stations. Orthodox religious communities, ethnic minorities, music lovers of various kinds and even the gay community set up their own stations that answered their communities' specific needs. From that point of view, the pirate phenomenon in Israel can serve as a case study for other countries.

In addition to the political factor, that encouraged the establishment of pirate stations "from above", and the social factor that contributed to their growth "from below" – no one can ignore the impact of technology. Broadcasting equipment is simple, inexpensive and accessible. Young technicians take advantage of their knowledge to build transmitters to serve the pirate stations. The broadcasting equipment can also be bought "off the shelf" in Europe and is smuggled into Israel quite freely, hidden, for example in microwave oven boxes...

Online Alternative Media in China Context: A New Way of News Production and How Far can it Travel

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THE FACT THAT Chinese government has always had great control over the domestic media is not a secret. Propaganda is believed to be one of the main functions of Chinese newspapers and broadcasting by scholars and even by the administrative department officials themselves. Although the process of commercialization and privatization of media is going on in the post-Mao (since 1978) media transformation era and after the events of 1989, the role of media as vital ideological managers on behalf of the party-state does not necessarily disappear. Some scholars believe nowadays the official Chinese media just have transformed from being propaganda instruments to being 'Party Publicity Inc.' in the process of recent conglomeration after a detailed case study (Lee, He and Huang, 2006).

The overall suppressive environment from up to down for the media in China doesn't change much in spite of the rapid socio-economic transformation while China maintains the monopoly of political control. The strict control over the ownership and practice of media is reflected by a series of regulations and rules recently issued by the administrative government departments, such as the most recent example of online video regulations co-issued by SARFT and MII, which requires all online video service operated by state owned companies.

However it is also unwise to overlook the fact that China has entered an information age, when new technological applications such as camera mobile phone, WiFi, email, group, personal blogs, etc. are widely introduced and adopted. According to statistics from the China Internet Network Information Center (CNNIC), China's netizens had reached 210 million by December 2007, an increase of 73 mln year-on-year, and 48 mln more than the number in H1 2007. Internet penetration has reached 16% of the overall population. This requires the reconsideration of media ecology in China and more importantly the relationship between the media, society and democracy, provided the presumption that Internet application has political significance and one-way mass communication is therefore brought to an end (Bennett, 2003).

Given this context, it is worthwhile to research on the online alternative media whose content is not controlled by the government, that emerge and grow in the last decade together with the

wide application of weblog. The current developments taking place at the grassroots level, is an effort to seek to challenge the concentrations of media resources and the state control of information flow. Grassroots create themselves the online media outlets to expand their discourse space to compete with the elite discourse, and participate in the civil society.

'Alternative media' here in this research is within the framework provided by Couldry and Curran (2003) which refers to 'media production that challenges, at least implicitly, actual concentrations of media power, whatever form those concentrations may take in different locations.' In Chinese context, since neither NGO nor individual is allowed to operate a mass media (newspaper, radio, television... whatsoever) legally, the online media becomes the only solution and the most convenient way for those who want to provide news, information and opinions in their own media (...)

COR-TV: Civil Disobedience and Community Media at the Birth of a Social Movement

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IN THIS PAPER I analyze the *Corporación Oaxaqueña de Radio y Televisión* (COR-TV), a state-run television and radio stations in the State of Oaxaca, Mexico. I look at this media institution within the context of an unprecedented take over of its installations by thousands of Oaxacan women who in an act of civil disobedience, in August 2006, turned around the state-run television and radio stations into community media for the lapse of 21 days, providing a space for citizens across ethnicity, gender, age, class, and ideological lines. I look at the taking over process within the historical emergence of the social movement known as the Popular Assembly of the Peoples of Oaxaca (APPO) born out of a socio-political uprising in the city of Oaxaca in June 2006. This event has set a mark for community and political action, changing the power dynamics between mainstream media (particularly state-run media) and the people.

Throughout the world we find that mainstream media is part of a system of power and it is strongly tied to financial elites and government interests. Within this context, mainstream media constructs images of social movements that frame them within the worldview of those in power. It presents such movements as negative, corrosive and destabilizing forces for the political, economic and social order. Therefore, one of the biggest challenges for any social movement is to counteract these representations and to access media structures that will allow them to organize, mobilize, redefine and represent themselves while also eliciting the support of local, national and international audiences.

The case of COR-TV presents us with a new set of complexities in need of understanding and redefining the concept of community media, state-run media, and alternative media in the Latin American context and, particularly, in the context of social and political struggles where the population coming together communally assert its right to revoke the public airwaves entrusted to the state.

The case of COR-TV is a unique manifestation of civil society making use of their rights over spectrum allocation and licensing of the airwaves, challenging not only media as an institution, but also the state as the holder and grantor of the airwaves.

Gender and Communication Section

4

NEWSPAPER COVERAGE

A President With a "Feminine Touch": President Dalia Itzik as Reflected in the Israeli Media

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A WOMAN IN a political leadership role - what is the narrative created in the media discourse in Israel? I shall present a study in progress comprising a review and analysis of the media image of Knesset Member Dalia Itzik who served as acting president of the State of Israel from January to July 2007. Qualitative content analyses were conducted on all the reports and articles (360) published in the Israeli dailies Ha'aretz, Yedioth Ahronoth and Ma'ariv during this period. Letters to the editor, editorials, and reader "talk-backs" published in response to these articles were also analyzed.

The accumulated research in the sphere indicates that although female politicians occasionally gained greater prominence than their male rivals, they were frequently depicted as odd figures, unfeminine in their conduct and appearance, and generally as a "novelty" (Liran-Alper, 1994). Studies focusing on the media coverage of women in the political arena showed that journalists (female journalists and their male counterparts alike) covering the subject tend to adopt exclusionary and inclusionary practices toward them. According to a study conducted by Herzog (1994) on women in local Israeli politics, such practices encourage the image construction of women engaged in politics as a unique, marginal group, a "ghetto" of women in politics. Women are presented as trespassers when they enter the political arena. The success of this minority in the public arena reinforces the image that it is not an appropriate place for women. Their coverage is emphasized in sections intended for the female readership and in women's magazines, and the greatest emphasis is placed on their femininity and being "first of all a woman".

A summary and analysis of the findings accumulated in this new study thus far shows that the media images of Itzik were framed within the accepted patterns with respect to women serving in central positions in the public arena. The public discourse around President Dalia Itzik provides a narrative of a woman in a political leadership role. She is depicted as assiduous yet ruthless and manipulative, and a subject for ridicule and derision over her appearance. Analysis of the text and subtext provide the explanation. Itzik is frequently presented as an amusing novelty due to her activity in a place where she does not belong, a woman who has pushed herself into the center of the public space, over the fence and beyond the gender boundaries.

Like other female politicians in many countries, Itzik suffered particularly critical treatment by means of "exclusionary representation" strategies - emphasis on aspects irrelevant to the office, such as appearance, on traits that undermine suitability for a leadership role, such as over-emotionality (a woman's heart), on dependent relationships with men in the political system, and emphasis on her achievements in secondary spheres perceived as "feminine" (remodeling the residence). Her lack of security experience, defined as essential to a leadership role in Israeli society, was frequently noted. However, this senior office is typified by social-representational tasks without significant political power in managing affairs of state. Consequently, excellence attributed to women in representational tasks, interpersonal relationships and communication, was generally presented within a positive frame of reference in descriptions attending her conduct when conducting state ceremonies in her capacity as acting president of the State of Israel.

How Turkish newspapers conceptualize "other" by using fear

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MANY SCHOLARS ANALYZE media texts to show evidence of problematic representations of the 'other'. Othering is a process that identifies those that are thought to be different from oneself or the mainstream, and it can reinforce and reproduce positions of domination and subordination. Actual journalistic strategies are proposed that help create more open texts and encourage multiple representations. This paper presents the results of an investigation of print media coverage of others which are marginalized gender identities.

The role of the news media in promoting a public discourse of fear is examined. Communication formats and frames conceptualize "other" by using fear. The emphasis is on the impact of media forms and frames for guiding the selection and presentation of reports emphasizing fear (e.g., crime, drugs, violence). Fear pervades the news media as a noun, verb, adverb and adjective, an ongoing study finds that the word "fear" pervades news reports across all sections of newspapers. (Altheide, Michalowski 1999)

The purpose of this study is to explore use of fear and the thematic emphases spawned by stereotypes are consistent with a "discourse of fear". Outcome will most likely provide us to see negative frames causing discrimination and conceptualizing of "other" in society. Finally, in this paper how masculine discourse might construct news text is investigated.

Study covers the time period of 1st January 2006-1st January 2007 in the seven largely circulated Turkish papers. In this research, seven daily papers Hürriyet, Milliyet, Sabah, Aksam, Vatan, Posta, Türkiye, have been scrutinized. In order to provide evidence for this framing, a content analysis of stories dealing with the "conceptualizing other" in these papers were conducted. In this study; headlines, leads, stories and photographic captions were examined through the aims of the study.

Gendered portrayal of women and men in routine journalism

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THIS PAPER ANALYSES person portrayal in routine journalism in a number of dailies and popular periodicals appearing in Finland. The material consists both of pure portrait interviews and of texts representing other genres containing person describing sequences. The study examines features related to the genres, but also and foremost it examines features related to gendered person descriptions, to how femininities and masculinities are constituted textually. The approach is thus twofold. First, emphasis is given to the comparison of the portrayal of persons in the portrait genre with the portrayal of persons in other genres, foremost in the conventional news genre. Second, emphasis is given to how personalities are constructed through gendered conventions of person portrayal. There is also a distinction made between portrayal findings made in the material from the dailies and portrayal findings made in the popular magazines.

The study is comprised of qualitative close reading including both the broader concept of topical motifs as well as detailed stylistic elements together constituting the gendered portrayal of persons.

Earlier studies show a tendency towards gendered portrayal patterns in the portrait interview genre, e.g. the descriptions of women tend to emphasize their contribution as career women, whereas men are paid tribute to as good parents. This paradox is due to the intrinsic character of journalism stating that what is

exceptional is worth telling, while what is obvious does not need to be even mentioned. The different ways of paying tribute to female protagonists and to male protagonists reveal what personalities and lives are seen as admirable in society—different factors are associated with successful women than are with successful men.

Intimate life *per se* has become a subject of journalistic reporting/descriptions and portrayals of persons has become part of everyday life even for those never buying a gossip magazine. The newsification of intimate life talks to the audience in the news-stands and in the grocery stores. The intimization and personification of journalism as part of the market-driven journalism seem not to have only expanded in the number of gossip magazines but also to have increased its share of the content in conventional journalism. The personification of news has been an established part of the news reporting—stories are told through the actors taking the actions/actions that relate persons to each other. Along with the commodification of journalism a new kind of reporting is here, focusing on the intimate life of these persons earlier being reported about in their public role only. Today also the so called conventional press has gone into producing journalistic texts where emphasis is given to the intimate lives of these individuals—not as before when emphasis was given their public actions only sometimes embroidered with a few glimpses of their private lives.

The work presented is part of the project “The commodification of journalism” financed by the Academy of Finland.

How the news media whitened gender equality white by representing racial/ethnic minorities as patriarchal

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BY DRAWING UPON queer theory, post-colonial theory, and theories of social constructivism – and based on my new book “Der er et yndigt land. Medier, minoriter og danskhed” (2007) and my participation in a large EU-research project on media debates about headscarves and veiling (www.veil-project.dk) – I examine Danish news media’s constructions of gender, race, sexuality and nationality from a feminist perspective.

Through analysis of 300 newspaper articles and 300 TV-news clips from the 1980s to 2007, I show how the Danish news media have portrayed visible minorities (i.e. immigrants, refugees, and their descendants) during a period when Denmark and Europe have become increasingly more multicultural. Furthermore, I have analyzed how these media portrayals have played (and continue to play) a significant role in the construction and understanding of Danish nationality. Often when the media have described visible minorities, they have also (directly and indirectly) described ethnic Danes whereby they have participated in constructing Danish nationality and understandings of Danishness.

I have especially focused on how the media communication about visible minorities plays into understandings and negotiations of gender, race, sexuality, and nationality. In order to understand how mass media construct these categories it is necessary to look at how mass media function in our society, as well as to throw light on how the categories intersect and influence each other.

The understanding of “being Danish” seems closely connected to certain understandings of gender and sexuality. When visible minorities have behaved patriarchally (e.g. committed honor killings, submitted women to violence or rape, etc.) they have been accused of “non-Danish behavior”. This rhetoric implies understandings of Danish nationality as closely connected to gender equality. An example of this rhetoric is seen in the media’s many stories about rapes committed by visible minority men against ethnically Danish women. These rapes are described as expressions of non-Danish culture, and the rapists are presented

as fundamentally different from ethnically Danish (white) men. Several politicians have argued that the rapists “must learn to behave Danish”, and visible minority men have been constructed as sexually aggressive and presented as threats to white women. Despite the fact that ethnically Danish white men are responsible for the absolute majority of rapes in Denmark, the media have presented them as non-rapists and as having respect for women.

In the media communication, issues of gender equality have become central in the negotiations about national inclusion and exclusion, and whiteness (the white race) has become the “natural” embodiment and expression of gender equality. The media communication has therefore not only participated in creating “us” vs. “them” images, it has also participated in racializing understandings of sexism. The media communication about visible minorities has therefore played a vital role in constructing and reproducing the myth that there is gender equality in (white) Denmark.

INTERNET & TECHNOLOGY

ICT and Gender in the Middle East, Towards Active Participation

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INFORMATION COMMUNICATION TECHNOLOGIES (ICT) have become an effective force for accelerating political, economic and social development, decrease poverty, foster trade and knowledge, however the uneven distribution, usage and implementation of ICT resulted in what is known as the “digital divide” between those who have access and utilization to information resources and those who do not.

The Middle East – with exception of Israel – is among the least ICT connected area worldwide with only 1.4% of the global share (less than half of the world average of 5.2%). ICT adoption and access in the Arab World are far from adequate; only 6% of the Arab World population uses the Internet, the penetration rate of personal computers is 2.4%, and less than 4 % of the Arab population have access to a ground telephone line.

The global trend of globalization forced Arab countries to realize the power of ICT as one of the most important factors in achieving sustainable development growth. Genuine efforts have been implemented throughout the last decade by Arab governments to utilize ICT, as of May 2005, every country in the Arab World -except Iraq and Libya- have a clear strategy or at least a plan for promoting ICT.

In her article Technology Strategies for Putting Arab Countries on the Cyber Map, Reem Hunaidi (2002) stated that despite Arab World efforts in utilizing ICT, Arabs are still far from bridging the digital divide. The author stated that the Arab World is still scoring low on the Digital Access Index (average 0.4 on a 1 scale), adding that bridging the digital divide requires commitment from all development stakeholders not only Arab governments. Hunaidi’s study concluded that development should start within the Arab society through liberating Arab human capabilities especially those of women questioning how can a society compete in an increasingly globalized world if half of its people remain marginalized? (Hunaidi, 2002).

The UNDP 2006 Report on Human Development in the Arab World, added to Hunaidi question stating that the first step in human ICT development is by bridging the gender divide within the Arab World and making use the latent 50 percent of the Arab.

The Arab World has the lowest Gender Empowerment Measure (GEM) worldwide next to Sub-Saharan Africa. Nancy Hafkin and Nancy Tagger (2006) in their study Gender, information technology, and developing countries stated that the degree of gender biasness can be vividly seen across the in the Arab region.

Figures indicate that Arab constitute 4% of Internet users in comparison to 22% of Internet users in Asia, 25% in Europe, 38% of those in Latin America, and 50% in the United States. The authors concluded that several challenges of socio-cultural, political, economic, and education disparities are needed to be addressed towards Arab women active participation in the new networked Information Society.

This article discusses different efforts and measures currently conducted in the Arab World by various stakeholders to narrow the internal digital divide and how they are addressing issues of women digital empowerment.

Communication Technology (ICT) Projects: Narratives from Women in Ekumfi Atakwaa, a Rural Community in Ghana

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THE ROLE OF information and communication technologies (ICTs) as tools for development has become one of the focal strategies of the United Nations and development agencies for addressing global inequities and bridging the digital divide. In many developing countries, ICTs are applied to development goals in the areas of education, health care, governance, and livelihoods. However, most of the policies and the discourse on ICT for development tend to exclude women, or assume that both men and women would benefit equally, thus fail to integrate gender analysis into ICT policies and interventions. Often, allusions of gender in ICT policy documents remain on paper and hardly translate into real practice. The belief that the availability and use of ICTs are prerequisite for economic and social development has led to the proliferation of government and international agency funded ICT projects. These projects often take the form of community information centers (CICs), telecenters, and information kiosks that provide access to new digital tools to communities in developing countries. Often there is a lack of understanding of how these ICT projects affect rural communities differently from urban areas, as well as differential impacts on women and men. There is also very little understanding of how these new ICT tools can complement existing information systems embedded in poor communities.

This paper examines the gendered impact of information and communication technologies (ICT) projects on rural communities in Ghana through the narratives of women in Ekumfi Atakwaa, a rural community in Ghana, West Africa. Through their voices we get to understand how ICTs in the form of new digital tools and wireless technologies have the potential to be powerful tools for marginalized communities and individuals by increasing their power to be informed, communicate, document local knowledge, manage social network and engender social enterprise. However, the women also acknowledge that the access to and use of these new technologies also contribute to imbalances between men and women, rich and poor, powerful and marginalized. They describe some of the changes they see in their own lives and communities with access to and use of new ICTs.

This paper seeks to draw attention to the lived realities of many women in rural communities in Africa, through the narratives of these Ghanaian women, whose voices often get lost in the high politics and elitism surrounding the discourse around ICT for development. Some of the questions that this paper explores include: What are the differential impacts of ICTs projects on men and women in rural communities in Ghana? How are women using ICTs in poor communities? How have ICT development changed the power relationships between men and women within these communities? What best practices exist regarding the

use of ICTs in equitable as well as empowering ways for both men and women in the communities?

Gender issues in technology for poverty alleviation: A comparison of access to information technologies by women in urban vs rural communities in North America (Canada/USA/Mexico)

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INFORMATION AND COMMUNICATION technologies (ICTs) have proved to be capable, under the right circumstances, of enhancing social and economic development in terms of wealth, improved education, employment, agriculture and trade. They have also the capability of promoting local cultures. However, making this possible is by no means an easy challenge as it requires more than the simple use of technology and demands as much learning on the part of the technology supporters and on the side of the users themselves. It could therefore be quite easy to introduce technologies as the 'trigger' for poverty alleviation and social development but it is far more challenging to create the necessary conditions under which technologies can reach their full potential.

Some authors in the literature suggest that the use of ICTs for poverty alleviation remains anecdotal, and initiatives are proceeding with little reference to each other, while others support the radical notion that the use of ICTs brings with it the only possibility of mitigating poverty and making bridges between rural communities and urban cities.

Information and knowledge are critical components of poverty alleviation strategies and ICTs offer the promise of easy access to enormous amounts of information, useful for the poor. However, the digital divide is argued to be the result rather than the cause of poverty, and efforts across the world to bridge this gap must be embedded within effective strategies that will address the causes of poverty. From a gender perspective, it is possible to sustain that income disparities between men and women persist across countries and across regions. Despite of efforts and overall improvements for some women in a number of countries around the world, the face of poverty is still likely to be a woman's.

This paper presents an analysis of gender issues for poverty alleviation in Canada, USA and Mexico by comparing Internet access, computer and media use, and technology ownership both in urban cities and rural communities. The research examines e-readiness indicators across countries and regions, issues of use and digital gaps, and proposes a state of the art of the problem for women in this part of the world. Finally, the paper underlines issues that should be further researched and analyzed.

Internet Governance and the Gender Digital Divide

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INTERNET GOVERNANCE HAS become a new buzzword, not least on account of the UN World Summit on the Information Society (WSIS, 2003 and 2005). If this summit is remembered at all by the larger public, it is probably associated with the issue of whether the Internet Corporation for Assigned Names and Numbers (ICANN) will or should lose power in the global governance of the Internet. But in fact, it took years of summit preparation and political negotiation to even arrive at a consensual definition of what constitutes Internet governance. And with the overcoming of

technology-circumscribed views of the matter and the embrace of a larger definition of Internet governance, WSIS paved the way for understanding ICANN as only one organization among many that are practicing Internet governance and thereby extensively shaping the ways in which the Internet is developing and can be used.

Internet governance has generally been treated in an abstract and gender-blind way, as is still customary in politics including International Relations. Despite prescriptions for gender mainstreaming, which have been adopted by the UN and many nations and world regions in the wake of the Fourth World Conference on Women in Beijing in 1995, it is still largely up to feminists within civil society, i.e. activists and researchers, to examine if mainstream policies, programs and projects exert a gendered impact and if this impact infringes on women's human rights and entrenches the existing gender hierarchies. The opening of the gender digital divide has been identified as one such undesirable development, but its precise relationships to Internet governance have only just emerged as an area of inquiry in feminist research.

In my presentation, I will start by providing a comprehensive introduction to the definition and scope of Internet governance. I will then give a cursory overview of feminist political interventions in the area of Internet governance. Lastly, I will use the issue of Internet censorship to explain what an in-depth consideration of the gender dimensions involved in Internet governance might entail, and how this inquiry needs to examine different stakeholders from the realms of politics, business and civil society. My aim is to show the complexity and pervasiveness of gender issues within Internet governance, and to make the case that gender-sensitive research approaches are sorely needed to counter a further entrenching of gender inequalities and hence of the gender digital divide within the so-called Information Society.

GENDER & ADVERTISING

Women androids, models, or sex objects: The Portrayals of Bulgarian Women in Advertising from 1945 to the present

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THE SAYING THAT the Berlin Wall fell on women's shoulders has proven to be an accurate statement for virtually all post-communist states in transition. Today, while the particulars of women's status differ from country to country, patterns of marginalization and increasing social and cultural pressures have become obvious across Eastern Europe: diminished labor market access, increasing vulnerability to crime, loss of family-oriented social benefits, but more importantly, an unprecedented trend of oversexualized portrayals of women in the media.

Nowhere else has the trend of sexing up the image of the Eastern European women has been more evident than in the visual presentations in advertising. Commercial advertising, a relatively unknown and somewhat unwelcome practice in the communist East, has made a forceful entry in the new market economy of the post-communist world and has become an economic force in its own merit. For instance, Bulgarian advertising expenditure rose from \$ 4.3 million in 1996 to \$ 322 million in 2006, with the highest growth recorded in TV advertising cost (World Press Trends, 2004). Because advertising is one of the major "factories" of visual and verbal images, studying portrayals of gender in Bulgarian advertising will present a revealing look in how post-communist gender identities are being constructed in advertising. This paper offers a comparative examination of the images of women as captured in advertising during the communist era and in the post-communist transition in order to trace the construction of female sexuality and the role of ideology in controlling these images and the

expressions of those in advertising as one form of cultural production.

In doing so, this paper will study the eroticization of the female body in Bulgaria, which as many scholars of gender argue, has become the patriarchy's international norm. More importantly, the opening of the former communist society for this kind of expression of male dominance has allowed sexism to move on to a more blatant, visual form. Beauty contests, for instance which are grown exponentially in popularity in the former Soviet bloc, are the ultimate testimony to this change. Roman (2001) offered another interpretation of the post-communist developments in theories of gender and representation in Eastern Europe. Roman describes the complex and often, contradictory myriad of influences which women in Eastern Europe become exposed to "rise in traditional Orthodoxy, pre-communist village values, and more importantly, "a provocative feminine mystique of Western origins stressing beauty as a paramount goal," one which becomes widely distributed and accessible through the media (p. 56) (emphasis by the author), and I would argue, most widely accessible through images in advertising, stressing the need to study these images and understand their potential not only to influence ideas of what is means to be feminine, but their influence in determining the dynamics of reconstructing gender identities for women in post-communist societies in Eastern Europe.

Military Macho to Moronic Metrosexual: The Portrayal of Men in Israeli Advertising

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IT IS AN accepted commonplace that mass media portrayals both reflect and shape society's views of women and women's self-identity. Feminist studies have attacked sexist portrayals, and challenged the objectification, marginalization and trivialization of women in the media. The argument that such portrayals are damaging has won support from legislators, audiences and many media practitioners. However, research shows that, while sexism against women remains, representations of women have evolved with less stereotypical portrayals and more women shown in heroic, successful, independent and sexually liberated roles, whereas men's representations have moved in the opposite direction. Some of the research has found that men are widely depicted as victims of their desires and stupidity. And evidence for this is provided from various genres including advertising. There seems to be enough evidence that the argument until recently that media representations of men are predominantly positive (powerful, dominant, respected), needs to be analyzed and challenged, as there seem to be increasingly scarce images of men as examples of gentleness, strength and trust, creating a vacuum for positive male role models. And the "dumbing-down" of men has profound implications. The subject is of special interest in Israel - a country rightfully regarded as male-centered - with the army playing a central role in its history and in the shaping of the culture's character. Yet here too, the past year has seen a proliferation of television commercials that portray men in ways that add up to a true break from the traditional macho, militaristic view.

This study analyzes the portrayal of men in five commercials broadcast on Israeli television during 2007. The methodology employed for investigating the messages is based upon the cultural-interpretative approach. The findings show that men seem to be increasingly portrayed as useless in the kitchen and with household finance, as wife-bashers, beer drinkers, power-obsessed workaholics. And these findings point to the conclusion that here too, men have become a target for attack, denigration and ridicule.

Men's roles in Israeli advertising are being redefined. The

image of the classic macho is being replaced. This could mean good news, of course, if it were replaced by images of greater complexity and a richer archetype that could serve as a positive alternative – the civilizing of a militaristic culture. But the new images present stupid, one-dimensional male-characters, to the detriment of the culture. To the extent that the negative views of men and masculinity in mass media reflect social attitudes, these findings have alarming implications for men and boys in Israel. Just as women have struggled against misogyny, men today face an increasingly misandric world that devalues and demonizes them and gives them little basis for self-esteem.

Female and male Communication in a context of advertising

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TODAY, THE PRODUCT is more than a product – it is a brand loaded with feminine or masculine associations. The product brand is loaded with meanings and emotions that aim to create and shape a relation between the consumer and the brand. To gender a product or a brand means associating its image with a sex-role stereotype in the minds of the consumers, or imbuing the brand with a masculine or a feminine image and identity. Advertising has the power to affect these variables: it can influence people to switch their attitude regarding products, even things that they feel strongly about (Cohan, 2001).

Advertising can also be defined as a paid mass-communication, and a means of managing and controlling the consumer markets at the least cost (Brierley 1995). It is clear that advertisers seem quite willing to manipulate emotions and exploit our gender identities to sell products. Words and symbols have very different meanings depending on culture, and they will be interpreted differently by the target. Therefore, marketers perform their activities differently depending whether the targets are male or female, and consumers' responses often differ on the basis of gender. Sales-personnel learn that alternative methods may be required when a potential customer is male rather than female, for example: the use of colour in promotion. Advertising and packaging sends gendered messages, perhaps the most obvious of which is the association of bright, bold colours with toys for boys and pastels and purples with toys for girls.

The purpose of this study is to illustrate how the advertising describes the male and female stereotype in the media. The fragrance/watch category is an example of the different values that are created within advertising. This product-category shows particular emphasis on femininity and masculinity and the different aspects of identity and self-concept.

The study is based on the qualitative method of collecting data. To get the consumers or the reader of the magazines perspective I performed 10 deep interviews with participants of both sexes, who gave their opinion on this type of gender based communication and how they experience this particular type of product advertising.

The Female Images in the Print Advertisements during the Japanese Occupation of Taiwan

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JAPAN HAD COLONIZED Taiwan for fifty years (1895-1945). During the Japanese Occupation, Japanese immigrants imported the idea and the practice of mass production brought by the industri-

al revolution and modern commercial practices to Taiwan. From the tremendous political, social and economic changes, the modern advertising business gradually emerged in Taiwan. As the Japanese businessmen set up agencies and branch offices in order to sell their products to Taiwan, Japanese advertising design was also introduced to and appeared on Taiwan's mass media. Very few researchers, however, have investigated the advertisements or the female images on advertisements during the Japanese Occupation of Taiwan. Among them, certain results remain as data collecting and reports that are lack of a systematic method of analysis and a theoretical ground of interpretation. Therefore, the present study intends to appropriate the analytical models of pictorial semiotics in order to decipher the female images and social status represented in the print advertisements during the Japanese Occupation of Taiwan. Based on the theory of New Historicism, the present study will also try to depict the cultural, social and political power struggles embedded in the commercial design. The present study hopes to integrate principles of advertising with semiotics, so as to shed new light on the textual analysis and studies of advertising cultures, and to enrich the scholarship of advertising histories in Asia. Thus, in the field of Japanese Occupation History and communication studies, the present study is able to create a dialogical dimension around the axis of sexual politics.

GENDERED BODIES

Body of the 'Other': Constructing Gender Identity in anti Acid-Violence Campaign Materials in Bangladesh

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THIS PAPER WILL examine how the masculine identity and the 'Other' were constructed through the representations of female and male bodies of acid survivors in the printed campaign materials of ASF (Acid Survivor's Foundations Bangladesh), a coordinating body of 13 NGOs working against acid violence in the country. Looking at the textual and visual representations of the body in the campaign materials this paper will shed specific light on intersections of gender, violence and advocacy. It is observed that women survivors are represented in these campaign materials as victimized, discriminated and vulnerable in every aspect of their life, women's identities are constructed in the framework of victimhood and disfigurement, helplessness and motherhood, further normalizing female victimization. Women survivors' bodies are represented as "defaced", helpless mother and "marked" women. This focus on women's bodies as disfigured enforces their representation as the "Other". Active women involved in life struggle and exercising agency are also represented, but not in the posters – the most public campaign material. In contrast, men are presented as actors, be it as perpetrators of violence; as law-enforcement agents or as activists against violence. Thereby, women are mainly represented as objects of violence, and only secondarily as agents, while men are portrayed as subjects – be it violent or protective.

In conclusion, ASF representations largely follow dominant notions of vulnerable femininities and protective and/or aggressive masculinities. Such representations not only reinforce dominant gender imagery but also undermine potentials for feminist transformative politics.

Spanish female young population and body dissatisfaction in front of television advertising of body cult products

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MEDIA PRESSURE AND, concretely, television, is a social element of influence, especially between young population, that, occasionally, can be a cause on the appearance of body dissatisfaction between young population. In this sense, advertising, on being par excellence a clear stereotypes transmitter, can have a deep impact on this collective body perception and, especially on the young female one. Considering the question that the female body has been physically idealized through history by the advertising discourse, is not strange that nowadays society uses television commercials as a kind of mirror that returns a distorted and unsatisfactory image of the real body.

With the aim of valuating the direct influence of what, from our point of view, is one of the most influent elements on female young population body dissatisfaction, the paper analyses how and in such a degree body cult products advertising has an incidence on the female body self perception. In this way, we have elaborated an experimental study which answer to some indicative specific variables of body satisfaction or dissatisfaction in front of some kind of advertisements. In order to analyse some other influential elements as, for example, the geographic context, the research has been carried out in different areas of Spain: Madrid, Catalonia and Andalusia.

In order to measure the effects of advertising on the sample according to the formulated variables, the experimental analysis is based on a showing of a fiction television serial where some previously selected advertisements are placed, according to the fundamental concerns of the study. The valued elements are the images, the inherent promise in reference to the body or the concept of health or perfection transmitted by the advertising discourse, among other questions.

This paper shows some of the conclusions of the research about the influence of body cult products television advertising on the female Spanish young population which can be summarized into the following elements: special sensibility of this collective in front of certain stimulus related to body cult products, distorted body perception, low self esteem and general dissatisfaction towards their own appearance, among others. The communication emphasizes too the new research lines that there is a need to formulate in base of the obtained results.

“The politics of viewing: A discursive understanding of the gaze in women’s ads”

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FEMINIST ADS’ CRITICISM has been particularly concerned with gendered viewing (Betterton, 1987; Pollock, 1988; Williamson, 1978; Winship, 2000). Is there an overriding supremacy of the male point of view (Berger, 1972; Mulvey, 1975)? Is the look always already structured as male? Isn’t there evidence of contradictions and instability in this scopical regime (Winship, 2000)?

Do women necessarily take up a feminine and men a masculine viewing position? Isn’t there a form of female desire beyond sexuality (Stacey, 1988)?

In the classical debate, there is an obvious conflation between gender and sexuality, mirroring what seems recurrent in visual ads. In advertising, gender is equated almost exclusively with sexuality (Jhally, 2007), a feature articulated in classical debates through a discursive regime of gender. In this article, we engage in this debate, offering what we hope is a refreshing perspective. According to our visual approach (Kress & van Leeuwen, 1996), there is a difference between what is shown in images and how they invite the viewer to be a part of it, by constructing an ideal viewing position. These visual features point out to a meaning layer that has not been studied in the gaze debate context: the interactional dimension of ads and its articulation with the gender world displayed. To address this, we use concepts of discourse and discursive subject position (Fairclough, 1989; Kress, 1989). Instead of interpreting the viewing position in the framework of psychoanalysis, we inscribe the gaze where it belongs: within socio-political matrices of ideology, i.e. with respect to regimes of power.

Our sample consists of 151 ads, published in 7 monthly women’s magazines in Portugal in September 2005. Analysis shows that the gender world in ads is tied up to the materiality of bodies displayed, thus to discourses of sexuality. Does this necessarily mean that the ideal viewer is supposed to activate a gendered discourse in order to take a position towards the represented female world? The way the viewer is invited to take a position shows signs of transgression in most images, as represented women are in control of the look, they gaze at the viewer, who is a woman gazing at “attractive” women - as female audience is the main target. If women gaze at viewers (and it is important to know what kind of gaze this is), what kind of social relation, social distance (size of frame), involvement and power (angles) are constructed for the viewer? What point of view is offered to the female viewer? What kind of discursive subject position is activated by these visual resources? Is it a gender-differentiated one? Can the model’s gaze and the point of view offered to the viewer be read through different discourses? Do they have similar ideological loadings? The articulation together of dominant discourses with oppositional ones in images where models are not mere visions, passively available for gazing, constructs representations that evoke a less gendered and subordinate identity.

“Male body: advertising and imaginary realm”

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THE INCREASING OFFER of products to the male public reveals the interest of marketing in new segments. we intend, in our article, to identify aspects of the imaging of the male body in recent Brazilian advertising, particular in printed media - and to analyse its appropriation by market.

On the basis of some of Yuri Lotman’s theoretical assumptions, we approach the issues that are relative to culture and body, considering the human body a culture text. In anthropology, we rely on Gilbert Durand’s theory in order to understand how the cultural imaginary realm is formed and in philosophy, we base our reflections on Michel Foucault’s ideas concerning the body in disciplinary society in order to analyse the way the gender subjects are used in advertising.

KEYWORDS: Brazilian advertising, imaginary realm, male body, market

GENDER & FILM

"The Effects of Gay films on Individual's Attitudes toward Homosexuality"

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THIS STUDY EXAMINES the relationships between viewing gay films, individuals' attitudes toward gay men/lesbians, and support for controversial public policy such as gay marriage. Gay and lesbian movies and dramas have continued to expand in Western Societies. Even in Korea that was a Confucian country, it has recently become easier to find gay or lesbian characters both on movies and TV screens. Surprisingly, a quarter of Korean people watched a Korean gay movie, "King and the Crown." Thus, it is important to understand how the media contents affect viewers' attitudes toward homosexuality.

Kirstie M. Farrar (2006) argued that televised sexual messages affect sexual socialization and the context of the sexual portrayal is very important. It is argued that fictional entertainment narratives communicated through mass media can influence viewer's beliefs about social world (Green, Strange, Brock, 2002) and entertainment narratives have been used, in dramatically effective ways, to influence attitudes and behaviors (Singhal & Rogers, 1999). Michael (2006) studied how drama narratives affected attitudes or support for policy positions and demonstrated the persuasive processing of narratives. Specifically, in that drama audiences pursue hedonic gratifications and are absorbed in the narrative with intensity, cognitive elaboration mechanism (Petty, R. E., & Cacioppo, J. T., 1986) are seemingly disrupted.

Having a basis on such abilities of entertainment narratives, we selected two types of gay movies for our experiments considering the level of sexual portrayal (explicit/implicit). In this study, attitudes toward homosexuality is set as a mediator variable between gay film viewing and support for controversial public policy (i.e. gay marriage). Based on the above reasoning, this study suggest the following hypotheses:

- H1-1: Gay film viewers will be more likely to be positive about homosexuality compared to control group.
- H1-2: Gay film viewers will be more likely to support for controversial public policy (i.e. gay marriage.).
- H2: The effects of gay film viewing will be different depending on the level of sexual portrayal.
- H3: Attitudes toward homosexuality will mediate the relationships between gay film viewing and support for controversial public policy.

METHODS: To test the hypotheses, we perform experiments by showing three types of gay films to the subjects (homosexuality sexual portrayal level: explicit/implicit/no). Participants fill out a pretest immediately prior to their movie viewing; a pretest survey consists of questions about their political ideology, demographics and pre-existing attitudes toward homosexuality. Then, immediately following exposure to the movie, they are asked to fill out specific questionnaire from post attitudes toward homosexuality.

In numerous studies, it has been proven that media can shape individuals' attitudes and behaviors. In this vein, "do media help people understand homosexuality?" We will answer to this question particularly in Korean context.

Negotiating Masculinities in 'North Country'

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FEMINIST THEORISTS HAVE asserted that "the dominant sex-gender system is organized around the term woman" (Rakow & Wackwitz, 2004: 16). Womanhood is subdued in Western societies, and because of this (or maybe in spite of this?) it has been an object of gaze and of analysis, a subject of passion and of discussion. Paradoxically, maleness dominates Western societies, but it goes without saying, it does not seem to be a structuration category or a dispute topic (Bly, 1990). During the past century, feminist thinkers have de-essentialized the notion of woman, by accounting for the diversity and complexity of women's voices and experiences. However, numerous scholars continue to essentialize the notion of man, by automatically assimilating maleness with patriarchy, and by not acknowledging the variety of male endeavors (Adams, 2002).

R.W. Connell (1995) affirmed that "masculinities come into existence at particular times and places, and are always subject to change" (185). This paper starts from the idea that masculinities as well as femininities are constructed and negotiated, differing from one social, political and cultural context to another, and from the conviction that both masculinities and femininities need to be studied and interpreted. The study applies concepts from masculinity studies to the film "North Country," a film telling the story of the first sexual harassment class action trial in the United States. The paper attempts to classify and characterize the types of masculinities in this film, and to discuss their relationship with the feminist message of the film.

The analysis of films in terms of their construction of gendered identities and gender practices allows for a discussion of the placement of women and men in the dominant social structure and meaning system, provides opportunities for identifying and examining a multitude of aspects of maleness and femaleness, and can contribute to the de-essentialization of these categories. "North Country" is a film that presents not only the history of a fight against sexual harassment, but also the story of a variety of relationships between men and patriarchy.

Performing the real and the gender relationships within a Brazilian documentary

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THIS PAPER IS about an analysis of Jogo de Cena (2007) the latest film of Eduardo Coutinho, one of the most important Brazilian documentary makers. The main purpose of documentary films is to present narratives directly inspired on the historical world, being characterized by the need of capturing the life, motivated by a desire of the real. The project of the above mentioned film started with an ad in a Brazilian newspaper calling for volunteers to give an account of their personal memories. A total of eighty-three women responded to the ad but only twenty three of them were chosen and filmed in studio. Finally, several women actresses were invited to perform, each one in their own way, those personal stories. Much like in previous works by Coutinho, such as *Cabra Marcado para Morrer* (1964-1984) and even *Edifício Master* (2002), the director once again shows his remarkable sensibility and his ability to interview these women as well as his skill in choosing the stories to be shown in the movie. Eduardo Coutinho is a master in portraying ordinary people and through them he reveals different sociocultural realities.

Although the film privileges the ordinary subject's point of view,

the stories are unique and exceptional for their own condition of personal life story. In opposition to the proliferation of factual or documentary genres in the contemporary media culture (among the most common, reality shows, blogs, readers' letters, etc.), those women's personal stories acquire social recognition in the narrative of this film, being removed of the object condition, usually occupied in popular media shows, especially in reality television.

This film analysis has two main aims. The first one is to argue about the relations between real and fiction. Our main claim is that this documentary blurs the borders between history and fiction or presents a dialectical relation of real through fiction. Taking into account that memories are already representations of lived facts, Jogo de Cena offers a new insight on this issue in that the actresses stage the interviewees' stories which were first voiced by the "owners of the stories" themselves, adding another layer of complexity to this genre of film.

The second aim intends to highlight the category of gender, understood in its cultural and relational aspects, as the documentary under investigation was directed and produced through a masculine lens. Nevertheless, the documentary contributes to shed light on the presence of several representations of the feminine, not homogenizing the female world. The groundbreaking aspect of this movie is that the director offers a mode of identity construction that is based on diversity and relativity rather than on essences and fixities. In that way, the film under investigation contributes to a process of permanent remaking of gender identities, offering a new way of telling the real through a documentary film.

Struggling with Memories of the Zimbabwean Liberation War: The Feature Film *Flame* and its Controversies as seen through the Press Debates

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THE INTERNATIONALLY ACCLAIMED feature film *Flame* (1996)¹ about two young female freedom fighters in Zimbabwe's war of liberation caused heated public debate in Zimbabwe both before and after its release. The film was banned on grounds that it showed indecent sexual encounters (rape) between a female combatant and her commander. This paper analyses the feature film and some of the controversies it raised in terms of questioning the central role of gender in the construction of the country's national consciousness. To this end, the media coverage of the ensuing controversy will also be examined.

Flame tells a fictional story from the Zimbabwe's liberation war in the years before Independence in 1980, through the eyes of two young women and how they made it through combat training in exile, raids into the war zone, rape, and acquiring new skills. The film depicts how the choices made by these two women determined their different life situations after Independence when wars skills were not in high demand to say the least. Some of the key themes addressed in the film are the question of who did actually contribute to the liberation war? Was not the contribution of women combatants and the general public just as valuable as the contribution of celebrated male war heroes? Most significantly, the film was one of the first instances where the issue of sexual exploitation of women combatants during the war was raised. This led to the film being banned for a period of time even before it was finished. Although the public acknowledged sexual exploitation during the war, the authorities denied cases of rape having taken place. Thus, the film questions the more or less officially sanctioned version of the history of the independence struggle.

This paper analysis how *Flame* picks up on the political intentions of Third Cinema by raising these issues. It sets itself up as a post-colonial narrative, and aligns itself with the genre of other

post-war films in trying to 'explain' or 'illuminate' problematic notions of the war to the people. It thus involved the battlefield of gender, the problematics of race and the (re)writing of history from a different point of view. Ultimately, the media debate in Zimbabwe concerned questions of who is allowed to re-write the authoritative version of history in a young country. The analysis of the press debate indicates that the controversies stirred by the film made it possible to publicly question the way the society was developing after Independence and in particular how the gendered construction of Zimbabwean society was a determining factor.

Traditional Women and Liberal Cameras

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My paper deals with films by traditional women in Israel. It seems that a pattern is being created, where women filmmakers that are part of very traditional sub-groups within Israeli society, are using their art as a tool for protest and criticism of some of their culture's most deeply rooted customs. They look at these customs with a modern, liberal view.

The director, of one such film, Ibtisam M'rana, is an unmarried, 30 year-old Arab film-maker now living in Tel Aviv. Her age is of great relevance to the topic at hand: The rebellion of young religious women in Israel - both Arab and Jewish - against male dominated religious practices that humiliate them and control their lives. Several years ago, Ibtisam was offered "Bada" - the old traditional practice that provides a marriage solution to women that have been experiencing trouble being matched for marriage through the usual procedures.

This is one film out of many others in the genre analyzed in my larger project. All of these treat subject matter that had been hitherto untreated in Israel, a male-dominated, macho culture, where the military and the religious establishment play such a central role. The issues they address include: hidden cameras in rabbinical courtrooms which reveal to the audience rabbis trying to convince women to pay their husbands so that they agree to grant them a divorce and free them from the choking ties of an abusive marriage; Women asking rabbis (men, of course) for permission to use contraception; Women who describe, lovingly, the existence of lesbian relationships within the Jewish orthodox establishment (with their husbands' tacit agreement); Religious women who rebel against the social norm of having as many children as possible, at the expense of the children themselves, their upbringing, and the mother's health. Ibtisam joins other women filmmakers, both Jewish and Arab, who dare to present the most strict taboos and laws of their orthodox culture in a subversive light.

GENDER & TELEVISION

L-worldmaking – Lesbians, Place and Commercial TV

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THIS PAPER AIMS to analyze how the TV series, *The L-word*, (said to be the first popular television drama to be narratively centred exclusively around several lesbian characters), is constructing lesbian identity both through the text itself and the reception of eighteen Swedish female viewers. The material consists of four focus group interviews, that are discussed in relation to place: the symbolic space constructed by the televised text, and interviewees own social space, their everyday lives in the south and

north parts of Sweden. Having already discussed the series' lesbian identity construction, identification/desire, and sexuality in previous articles, the author now aims to draw on Couldrys & McCarthys concept "MediaSpace", social and symbolic worlds, Nelson Goodmans concept "worldmaking" and José Muñoz' use of the term in his study on queer cultural production.

Queer, lesbian and gay culture can, even more than "mainstream" heteronormative culture, be said to be global. Gay pride parades tend to look the same, use the same rainbow flags and stereotypes, among others drag queens, drag kings, cowgirls, leathermen, wether they take place in San Fransisco, Stockholm, Reykavik or Malmö. This global gay culture is as American as Hollywood. This said, there are of course "glocal" queer cultural expressions that differ from place to place, and change over time. There is however a huge difference being a lesbian in Los Angeles (like the fictious L-word lesbians) and being one in Umeå (like some of my interviewees), a Swedish university town with somewhat over 100.000 inhabitants (to be compared with L.A.'s four millions).

Viewers expectations of "realness" and authenticity are clashing with the reality of commercial TV and American cultural imperialism, and with the problems of lesbian representation. A high percentage of television fiction (and even non fiction) seen on Swedish TV has American origins. This means that, paradoxicaly, viewers are more familiar with megalopolises such as Los Angeles and New York, even though they never visited them, than for example Swedish small town Falun. How are Swedish lesbian, bisexual and queer identities affected through a commercial American construction of lesbian identity, like the L-word's? In the interviews, one can see clear examples of Michel de Certeau's "making do" and Muñoz' disidentifications with The L-word. Here, a distinction is made between the glamorous, "unreal" and very American representations of lesbians and queer people in the L-word and the authenticity of Swedish "HBT" (homosexual, bisexual and transexual) culture, Swedish "dyke norms" and the interviewee's own "dyke communities". Even though, in the interviewee's opinions, the L-word is quite not good – or real – enough, these viewers have invested a lot in the show, and it is seen as important, both for lesbian representations/identifications, and for showing heterosexuals an "L-world" and counteracting common misunderstandings about lesbian culture and sexuality.

"Transformation of cultural globalization – A comparative study on TV representation of housewives in Hong Kong and the United States"

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TV DRAMA IS the most common form of visual entertainment worldwide, especially targets on housewives as major audience. From the past, Hong Kong has been the centre of original production of TV drama in Asia; however, there are more and more dramas cloned and modified their ideas from global cultural products, especially American television programs. Such as "The Family Link" (one of the most popular TV drama in Hong Kong in 2007) was referred to "Desperate Housewives" (2004); both focus on housewives' dilemma of lives, their motherhood practices and their contribution to families. In that case, the meaning of cultural globalization needs further interpretation. It seems that the foreign ideology has exerted a subtle influence on audience by local productions, like the far-reaching impact of constructing audiences' gender identity. There could be another form of cultural globalization, which influence does not just extended by international media conglomerates, and exists in the regional products and markets as well. Although audience would decode the episodes and get some messages due to their personal experiences and

perspectives, females would commit to the roles more, as they relate the drama into their daily life and discuss with their friends. No matter upper-middle- and upper-class viewers (who are better educated, tend to prefer American programs and consider local TV drama is bad taste) or lower-middle-class, working class and poor viewers (who tend to prefer local culture) cannot escape from the reinforcement of gender stereotype of TV drama. For example, men work in public places, women work in domestic areas; male is dominated and female is subordinate; mother has to take more responsibilities to look after family members than father... These kinds of insight would cause female audiences' guiltiness of not practicing "motherhood" well. It is an obstacle for development of gender equality in society, even though in liberal and developed country.

One of the research methods is textual analysis of "The Family Link" and "Desperate Housewives" (Season 1) in order to find out the characteristics (similarities and differences) of housewives' TV image and their practices of "motherhood". In addition, some female audiences who watched these TV dramas (either or both) are interviewed to study their perspectives about gender representation in TV. This research is a women's media study which concentrates on the process and transformation of cultural globalization, and contributes to some media and social gender theories, such as stereotype, symbolic interaction, encoding and decoding... Media is a bridge to connect and solve problems which are caused by global divides; there seems many choices of TV dramas in Hong Kong as an international city, but they also convey many similar but unfair messages and affect audiences' lives, especially in gender issues.

The image of women on the Spanish Television: Presence and representation on fiction TV serials, news and advertising

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THE STUDY OF female stereotypes transmitted by mass media, especially those transferred through television commercials, has been object of scientific attention during recent years. Despite this fact, most of these studies are not centered on the analysis of how the presence of women appear on the different television formats and, what is more, what are the possible implications that these stereotypes have on the social context.

Taking into consideration that in Spain there is not any legal regulation in the matter of image or representation, our proposal of research is focused on the analysis of the women stereotypes that television uses to transmit through different contents. As a starting point of our study, we suggest a double perspective that mixes the message study and the reception analysis. According to this idea, after identifying those most consumed by the women audience TV programs, we will analyze the female image transmitted through the media discourse.

One of the main objectives of this research is to demonstrate how women perceive and understand the images of themselves that television transmits. With this aim, our proposal scrapes on analyzing how the genre stereotypes transferred by Television in prime time shape the female identity construction.

This paper presents the main results of the sample analysis, composed by the whole TV programs of Spanish open channels broadcasted between the 19th and the 25th of March in the Spanish prime time (from 09:00 p.m. to 12.00 p.m.). The sample is composed of advertisements, news and serial fiction. In order to carry out the analysis of the discourse of these women images, we have used a methodology based on the Rhetoric and the Argu-

mentation Theory. The use of this methodology turn towards the application of a quantitative and a qualitative analysis in order to value how the female collective is presented on television and, at the base of this representation, what is the image that comes from this appearance? Added to this goal, the qualitative part of the research aspires to study in depth the real image that women shape of themselves in base of the transmitted television stereotypes.

The most outstanding priority of the explained research is the elaboration of a theoretical frame based on the main results which can be useful to the scientific community, as well as to the rest of society even more, as we have already mentioned, considering the lack of legislation referred to image. Moreover the scientific results of the present research, in a wider sense, this project chases to make aware women of the difference between the television image that some programs project about them and the reality. We consider this question as a first and a necessary step to train critical and conscious spectators who will be able of gaining ground in the complex process of their own identity construction.

In clear agreement with the idea of a research which allows us to come to conclusions that can be useful for different collectives: adolescent women, adult women...., and in addition to the results already mentioned, our aim is to develop a recommendations guide about the processing of the image of female on different television genders, which could be useful for media as well as for social groups close to the female reality.

GENDERED DIVIDES

Gender Divide: The Rhetoric of Cardiovascular Health-Care Quality in The New York Times

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SIGNIFICANCE AND PURPOSE. Globally, gender-based disparity in health-care quality has exacerbated existing discrepancies in the medical care of men and women in various countries. In the United Kingdom, for example, coronary heart disease (CHD) has a marked gender difference in incidence, presentation, referral, recovery and rehabilitation, because, among consumers and health professionals, it is traditionally considered a disease of men. In a similar vein, while only 3% of Australians are aware that heart disease is the leading cause of death among Australian women, more people (4%) think that prostate cancer kills more women than heart disease even though women do not have prostates. Most people (65%), however, correctly identify heart disease as a leading cause of death among Australian men. Also more Australian men than women are more likely to seek medical attention for heart disease.

The United States has its own share of such gender disparities in health delivery: chest pain is a hallmark symptom of myocardial ischemia among men, yet it is often not of significant prognostic value among women, further clouding the picture emerging on women's typical CHD symptoms and the extent to which they relate to acute myocardial infarction. Similarly, women have greater disability, higher rate of morbidity, earlier death after acute coronary syndromes, and have lower participation rates in cardiac rehabilitation programs than men. Women also undergo fewer invasive studies and therapies for cardiac disease when compared to men with symptoms of similar or lesser severity.

It is against that background of gender disparity in health-care delivery that this paper investigates media role in the treatment and management of cardiovascular disease, the No. 1 killer in the United States-and a leading killer in other countries. It accomplish-

es that goal by investigating the rhetoric of the reporting of health-care quality in *The New York Times* – that is, how it reports pertinent information on cardiovascular health to patients, providers, and institutions in today's burgeoning market of consumer-driven health care and of increasing public dependence on the media for such information. U.S. media are key vehicles for promoting public-health interventions; for informing health-care providers and consumers about major health issues; for advocating changes in health policy; and for influencing consumers' health behaviors, attitudes, and beliefs. Perhaps because of those critical functions, concerns have been raised over media credibility and allegations of media bias; over the myths that they create to shape our world-views; over their tendency to predefine news and write it according to common myths; and over the awareness among communicators of the importance of harmonizing the culture of message origin with that of message destination.

THEORETICAL FRAMEWORK. A twofold theory underpins this analysis. The first is framing theory, which has been used widely to measure the effects of specific media frames in generating expected media-use outcomes. The second is media advocacy theory, which holds that a variety of issues is discussed to bring about a better understanding of health in social and political contexts.

METHOD. Textual analysis, defined as the description and interpretation of the characteristics of a recorded or visual image, is used to identify forms of narratives used in describing the onset, challenges, and management of cardiovascular disease. The investigation of the *Times's* coverage is based on six dimensions: safe, effective, patient-centered, timely, efficient, and equitable. **NEWSPAPER AND STUDY PERIOD.** The *Times* merits study for several reasons. It is particularly important to examine the rhetoric of its content on cardiovascular health because of its global reputation as a newspaper of record and its overall journalistic reputation for in-depth coverage. Its "Health & Fitness" section goes well beyond other general news sections; the newspaper focuses exclusively on health and health news in its "Science Times." Additionally, it is the third-largest newspaper in the United States, by circulation. The study period, January 2007 to March 2007, was selected for its recency, thus enabling this analysis to focus on portrayals and frames that are up-to-date (...).

New Professional Divides on Public Relations Career Tracks: Self Employment, Female Empowerment and the Subversion of Traditionally Macho Segmentations of the Public Relations Profession

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SINCE THE 1980S self-employment has been booming in Germany – and within this boom we can find some more specific, interconnected trends: (1) Self-employment in general shows a clear trend of *feminization*. (2) In *communication professions* quantitative feminization is above-average: In public relations in particular, the gender switch has not only come true for the professional field as a whole, but also especially amongst self-employed practitioners.

We have empirical evidence that the number of women strongly varies between different types of PR organizations respectively models of occupation in Germany. The high ratio of female independent consultants (63%) is the second highest after the female proportion in agencies/consultancies (69%). In comparison, only 41% of the PR staff employed in corporations is female. (Fröhllich, Peters & Simmelbauer, 2005, p. 81) And what's more, in all kinds of employed occupations men still dominate the man-

agerial role (Froehlich et al., 2005, p. 112). This means that even women in the most female-dominated work environments still experience the 'glass ceiling' in qualitative terms (positions, job roles).

It seems very plausible then that understanding women's increasing entry into self-employment will be of importance for our understanding of the processes of selection and self-selection in the professional lives of PR practitioners. So, what are the *reasons* underlying the trend of women's self-employment in public relations? What (different) *motives* do female and male PR practitioners have to become self-employed? The main question really is: Are women more 'pushed into' or 'pulled to' self-employment and small business ownership – as Hughes (2003) puts it?

Qualitative studies from the US (e.g. Hon, 1995; Wrigley, 2002) and Germany (Froehlich et al., 2005) have shown that the organizational context (type and size of organization, organizational culture and structure, etc.) definitely matters in terms of 2 circumstances concerning the work-home conflict or male dominance and that women have quite often *deliberately chosen* their specific work environment in order to *avoid* discrimination. Apart from this, a second reason for women's trend towards self-employment could be their preference for a combination of managerial *and* technical job tasks (both strategy/leadership and creativity/production). In male dominated corporations or employed occupations, this female preference often hinders women's promotion, because leading positions mainly contain managerial tasks.

In our paper *definitions* of self-employment and its various models (full-time self-employed PR consultants, part-time semi-self-employed practitioners, freelancers, etc.) will precede the *theoretical* basics and the presentation and discussion of results of an empirical research project on questions concerning the gendered character of the public relations profession. The findings of an online survey conducted in 2005 among female public relations practitioners (N=80) led to a follow-up study in 2006, which was then also developed into a survey of the male contrast group (N=79). Both empirical studies focused on the following aspects of the general topic: (1) *Socio-demographic characteristics/data* of (female and male) self-employed PR practitioners, (2) their motives underlying their decision for self-employment – whether they were rather 'pushed' or 'pulled', (3) their *job satisfaction*, (4) their *job profiles* and, (5) their individual current *job situation*.

Cross-gender media engaging as user agency mediations with sociocultural and media structures; or, give her the ray gun, he'll take the hankie

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ACROSS THE WORLD, gender is treated as a pivotal divide for understanding the experiences of people with the media. Gender differences are often employed to explain media selection, interpretation and utilization. Men are said to prefer to select media with some level of violence and/or sex while women prefer romance and melodrama. Men and women may interpret the same mediated message in completely contradictory ways, deriving different meaning from the same text. The ways in which the media are used in the every day lives of men and women may likewise vary, from forming social bonds to displaying identities. For those producing the media, categorizing these differences helps them understand what media product to create and who to market it to for optimal profit.

While some argue the fundamental differences between men and women are due to genetics and physiology, equally others argue for the social and cultural construction of gender. While recognizing the arguments of biological determinism, this paper presents research regarding sociocultural determinism arguments.

The internal and external behaviors of men and women are circumscribed by the sociocultural environment in which they live. Norms are set for how women are supposed to act, feel and think about their lives and the world around them, usually in ways opposed to how men are supposed to do the same. The sociocultural environment structures appropriate behavior, but it is up to the person to decide whether to adopt or resist these norms. By this reasoning, people's engagements with the media are likewise impacted. What media products people engage with, how and why they do so, are impacted by the conditions of the sociocultural environment in which they live and how they interpret these conditions.

This paper presents an ongoing study that interviews people on their experiences with media they feel has been gendered-media seen as being meant for men versus media meant for women. Gendered media contains features that society and media producers feel are more suitable for one gender versus the other; thus, each gender may feel most comfortable engaging with the media meant for them. However, understanding that each person has agency, while some adopt the norms of appropriate media engagement behavior, there are others who actively resist it-as well as how both occur within the same individual over time.

This research focuses on how people select, interpret and utilize gendered media products, both those meant for their gender and those meant for the opposite gender. Hopefully the research will show that while there are gender differences, we can also see that there are commonalities. While the gender divide may apply to how the person perceives the media as being gendered, looking at how these media products are interpreted and integrated into people's lives will reveal commonalities that challenge standard conceptualizations of gender appropriate behavior. It is hoped the research can be used toward bridging the gender divide by showing common human behaviors that do not differ based on biological sex and sociocultural gender.

Gendered divisions in the history of Finnish journalists

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ACCORDING TO media researchers, a dichotomic gender logic exists among the profession of journalists. Gendered practises are produced within a journalistic culture which maintains masculine values in a certain historical period and place. Thus gender can be seen as a significant dividing element in the history of the profession.

In my presentation, I will ask what kind of gendered norms and divisions can be found in the Finnish media sphere during the late 1940s and early 1950s. I will approach the theme by analysing proceedings of meetings of the association of Women Journalists in Finland (Naistoimittajat ry) which was established in 1946. In addition, I will use sources like newspaper articles which shed some light to the overall atmosphere among journalists.

Since the Second World War, an increasing number of women have entered journalism in Finland and the ratio of male and female journalists has tended to become more balanced. However, the profession has remained gendered in the sense that female journalists have not, for instance, managed to achieve higher positions as often as their male colleagues. I argue that by analysing the history of the profession, it is possible to try to explain also the current situation in the field.

GENDER & POLITICS

Political scandals, gender and media coverage – How Swedish female and male politicians are described in the media in four political scandals in 2006

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IN POLITICAL SCANDALS, are female politicians treated differently in the media than male politicians? Is there a gender aspect to be found when analysing media coverage of political scandals?

Much research has carried out on how female politicians are described and portrayed in the media in relation to male politicians. Many studies focus on the regular day to day political life and election campaigns, few focuses on political scandals. The research question in this paper is whether female politicians in political scandals, are portrayed and described differently in the Swedish printed media than the male politicians.

The personal life tends to be more interesting for journalists when they cover female politicians, while the professional life tends to be more interesting when covering male politicians. Female politicians are often described with traditional soft values, while male politicians are described by referring to hard values. While female politicians are being commented for their hairstyle, clothes, weight, social status and age, more relevant political issues and arguments are instead focused by when male politicians are covered.

Many research results come from studies made from what can be described as the "normal case" such as the regular day to day political life and election campaigns. There are other political situations that are not considered normal and regular, but more as extreme. One example of an extreme case in political life are political scandals, and the question is whether the same differences in how media portray and describe female and male politicians in the normal case also appear in the extreme case, political scandals. This paper analyse four political scandals in 2006 and the hypothesis for this paper is that there is a gender dimension in the media coverage of female and male politicians in political scandals.

Research has showed differences in media visualisation between female and male politicians when reporting about political scandals. Two aspects or problems of comparing political scandals are that they should appear relatively close in time and should concern the same moral or legal issue. This paper aims to analyze the four political scandals that surrounded the newly appointed conservative government in Sweden in October 2006. Within two weeks, four ministers, two women and two men, from the Moderate party was reported to earlier have used babysitters without paying tax and/or not to have paid the annual fee to the public service. These scandals were differently portrayed in the media and the coverage was very different. Many politicians and elite persons argued that there was a gender aspect in the media coverage. The two female politicians resigned under the extreme pressure that came from the intense media coverage while the cases with the male politicians got quite low media attention and they did not resign. If the media is using a sort of a double standard in covering political scandals, not only is it an equality problem but also a serious problem for the democracy.

The news media and the gender logic of society

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THERE SEEMS TO be a correlation between gender equality in society and gender representation in the media. I would like to explore what conclusions can be drawn on a global level.

By using two sets of data from GMMP, Global Media Monitoring Project 2005, and IPU, the Interparliamentary union I will examine possible correlations between who makes the news and who is represented in the parliament. In my dissertation from 2006 I used the European data for a discussion on how to understand the present Swedish situation. On the basis of 22 countries I found a 0.68 correlation. You can find countries that have a high level of female representation in the parliament than in the news (Sweden) and countries that have a much lower female representation in the parliament than in the news (Turkey). How can that be?

In my paper for this IAMCR conference I would like to do a meta analysis on data from the 76 countries that took part in the Global media Monitoring project and connect them with others data (press freedom index) that can explain the lack of women in the news and in the media in general and also try to explain why there are differences. My aim is to find new knowledge on gender & media by combining already existing data.

'Woman' Power: The Discursive and Political Advantages of the Performative Turn in Feminist Theory

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THIS RESEARCH FOCUSES on challenges to the foundational concept of feminism, that of "women." It attends to the ideological force of the medium of language and ways in which changes in terminology divide as well as unite. Thus, though the task of defining "women" might seem unnecessary to an uninitiated observer, the challenge for global feminism(s) is to offer a useful definition of the category of "woman/women" without reducing women to either their biology or reifying the very dichotomy between men and women, male and female, that feminist critique contests (Fraser and Nicholson, p.97). However much the linguistic category "women" has been assumed and made useful by second and third-wave Anglophone, French, and Third World feminists, it is now clear that this term raises at least three substantial difficulties for many young people. These obstacles include the conflict between "women" as a generalizing category and the diverse experiences of individual women; the role of social constructionism in creating sex and gender; and the materiality of the body.

My argument is to that to address these concerns, different kinds of feminisms should adopt a more performative framework of gender; furthermore, feminists need to thoroughly "de-ontologize" the category of woman. Basically, we must open up, rather than jealously guard who counts as a woman (including males with stigmatized, "feminine" gender performances) and acknowledge the multiplicitious ways of experiencing oneself as a woman and/or feminine. This approach is inclusive, rather than exclusive, encouraging greater identification from those who previously distanced themselves the label of "feminist." Though maligned by some, I believe that a performative model of gender (Butler, 1990) enables place and culture-situated critiques while also allowing for coherence, rather than vast divides, across different kinds of feminisms throughout the world.

At a time of youth resistance to the label "feminist," scholars and activists are faced with proving that feminism had not passed

its era of “usefulness,” particularly for educated, urban populations around the world (McRobbie, 2004). Ideally, this research will generate discussion among those in gender studies regarding how to best develop a self-critical theory of “women” robust enough to win them a dominant position in popular discourse. In an era when so many people occupying the social positionality of “women” do not call themselves feminists, those interested in strengthening feminism’s power and popularity as a uniting discourse- and therefore, as a political force – must cultivate a feminist ideology that accords with peoples’ multiple experiences of themselves in their daily lives. What is at stake in this debate over the definition of women is feminism’s explanatory power, its viability as a discursive framework for identifying problems and suggesting solutions.

Equal or different? How media deal with the gender discourse: A case study of Switzerland

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SWITZERLAND IS KNOWN as a country with an exemplary democratic system. Yet, there are some dark spots within this perfect democracy, for instance the fact that women didn’t get the right to vote on a national level until 1971. Having become full citizens, they had to wait until 1996 for equal rights for men and women to be stipulated into law. In everyday life however, equality between man and woman has not yet been achieved. It is a tough task to implement equality. Very often efforts get undermined by those who fear that their power will be diminished, if equal rights were accomplished. Discrimination based on gender in everyday life is sometimes obvious, often subtle, but no less evil and in any case very resistant to change.

In this setting, the applicant of this contribution takes the equality discussion of men and women as a central subject and examines the media coverage on that issue in the Swiss media. She considers the media to be co-producers of gender constructions as well as societal authorities which act as a main information source: Media are able to reflect and underpin cultural values, societal interests and images.

The media analysis covers 40 years; the author starts her investigations at the beginning of the second wave of feminism in the late 1960’s and ends in the present. She will show how gender issues have been depicted and valued in the media. She will also show how the discourse in the media has changed with the increasing influence of women in the public - as citizens, politicians and journalists.

As a theoretical framework, the applicant refers to feminist perspectives which are discussed in media sciences. The debate between equality and difference will be of essence. Looking at feminism closely, one can state that there is not one united theory but different approaches. Yet, they have one thing in common, namely the assumption that women are being discriminated because of their gender and that this discrimination must come to an end. How to succeed however is treated differently. Thus, feminists can be divided into different groups with obviously opposing strategies how to overcome discrimination. Representatives of one group may plead for becoming “equal to men” in adapting masculine structures and values.

On the opposite side, we find agents who contradict this “equality-approach”: Representatives of the “difference approach” deny all patriarchal structures. They refer to their specific feminine strengths and values and emphasize the differences of men and women. These two theoretical approaches guide the empirical analysis. It is of interest, whether and how the media will refer to these premises (equality – difference) – explicitly or implicitly – how the media explain the discrimination between men and women and what kind of solutions they suggest.

The analysis concentrates on Switzerland. Nevertheless, as a case study, it is well suited to be compared with similar empirical data from other countries or to inspire further projects. The applicant reports from her scientific postdoctoral project which encompasses the gender discourse in Swiss media. At present, she is gathering the material for the analysis. At the moment of the conference she will be ready to present the findings.

COMMUNICATING AND DEFINING GENDER

“Men Make Better Priests Than Women” - Singaporean Catholic Women and the Negotiation of Gender Identity

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WITHIN THE JUDEO-CHRISTIAN traditions, Catholicism has had a history of holding conservative positions on many issues, including individual human rights, universal suffrage and state sovereignty (Philpott, 2004). As such, the Catholic Church today continues to be perceived by some as misogynistic, especially on issues such as female ordination, reproductive choice (Manning, 1997) and divorce, even in the event of sexual or physical violence (Rimmer, 2006). This study therefore seeks to examine the notion of gendered identities within the religion of Roman Catholicism, as it is practiced within the context of the Neo-Confucian value system of Singapore. Using the feminist theories of Butler (1990), Wittig (1981) and Beauvoir (1949) as an initial point of reference, we examined the construction and transference of value systems communicatively, as well as how these values manifest within gendered roles and performances. Bourdieu and Passeron’s (1977) theory of symbolic violence, habitus and the field were then used to examine the transmission of values through an individual’s Catholic praxis via institutional, familial and diffuse education. Several sessions of participant observation were thus conducted on a local Catholic site, the Church of Our Lady of Perpetual Succour. In depth-interviews were also administered to Catholic women of different generations to obtain their views on Catholic praxis and gendered performance. Communicative strategies of gendered-values legitimation and internalization were also explored. The results of the study were largely in line with literature, but also posed two specific challenges to theory.

Communicating Our Experience: The Reluctance to Label Bad Behavior as Sexual Harassment

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THIS PAPER CONSIDERS some results from a 2004 sexual harassment survey of the University of Iowa campus, specifically, the difference between the experiences that people consider unwelcomed and the willingness to call such experiences “sexual harassment.” Of particular concern is the apparent unwillingness or reluctance to name even the more egregious behaviors as sexual harassment. These findings are based on 10,956 usable responses from University of Iowa faculty, staff and students.

Respondents were asked about the frequency of experiencing

eight potentially unwelcomed behaviors (e.g., “Unnecessary touching, patting, hugging, or brushing against your body”). In addition, all survey responders were asked questions that explicitly used the term sexual harassment, for example, whether they thought they had been sexually harassed at the UI in the last 10 years. The survey concluded with questions about responders: awareness and knowledge of the UI Sexual Harassment Policy and complaint procedures.

52% of respondents indicated that they had experienced one or more of the eight categories of unwelcomed behavior during the past 10 years at UI. When asked explicitly about whether they had experienced sexual harassment in the past 10 years at UI, 62% indicated that they had not been sexually harassed. Only 24% indicated that they considered the unwelcome behavior to be sexual harassment. This represented 26% of female and 19% of male responders.

Some of the behaviors were clearly serious; among those who reported experiencing “physical assaults of a sexual nature (grabbing, slapping, pushing, shoving) an average of more than once a month at the UI over the past 10 years,” only 48% believed that they had experienced sexual harassment. Students, in particular, were far less likely than staff to consider this unwelcomed behavior to be sexual harassment (43% vs. 86%).

Similarly, 38.7% of respondents who had experienced “unnecessary touching, patting, hugging or brushing against them,” an average of more than once a month did not identify the behavior as sexual harassment and 15.1% were not sure about such a label.

In the survey, 11.9% of responders said they did not report any unwelcomed behaviors because they were not sure what behavior constituted sexual harassment.

This survey supports the thesis that people tend not to call or label certain unwelcome behavior “sexual harassment” even when the behavior is egregious in nature and frequent. Our data and the responses to the open ended questions suggests that this hesitancy stems at least in part from a serious lack of knowledge about sexual harassment, a fear of repercussions, and a sense that nothing would be done anyway so why elevate the situation to the seriousness of sexual harassment.

The presentation will consider why various institutions, including media, apparently do not effectively communicate about sexual harassment – neither its definition or remedies. This failure includes not only a lack of information about what constitutes sexual harassment but also a failure to communicate the seriousness with which institutions - educational, business, law – take such actions, if in fact they do.

When Women are the News: The journalistic speech on the International Women’s Day

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MEDIA REPRESENTATIONS OF women have been widely debated by academics and feminists. Since the Nineteen-Seventies several researchers sustain that the media take on a crucial role in the formation of our identity and thus, the way that they shape and convey ideologies is significant to the definition of the female gender. Therefore, the media text and images help us organize methods of understanding of the gender relations.

Nowadays, the media continue to place female voices in a minor position, which translates to a selective and often negative speech, which legitimates male domination. The public sphere remains associated with men, while women are kept in the private sphere. Besides, the cultural stereotypes are implied in the messages that come across. On the other hand, women are prominent in news that pertain to human interest, aesthetic or emotion-

al aspects and violence. Today we hear of a “feminization” of the journalistic profession, but women are yet to reach the chief positions, being limited, in most cases, to reproducing already existing representations.

Faced with such a scenario, this communication aims to understand how women are represented by journalistic speech during the commemoration of the International Women’s Day. On this day, issues related to the female gender are more easily included in the public agenda, but it’s important to know which image is portrayed by the media. Therefore, through an empirical study, we analysed which topics were dealt with (whether women were more depicted as victims or heroines, and which was the degree of diversity in the speech), in which manner the subject was approached, who were the leading social actors in the information, what was the relevance attributed to women as sources and which photographs were used to illustrate the news pieces, among other aspects.

The research material consisted of the news pieces pertaining to the commemoration of the International Women’s Day of 2006 (text and image) from two Portuguese major generalist daily newspapers, one considered to be a reference newspaper and the other one of a more popular nature, which allowed us to outline the comparison between two diverse editorial positioning. The adopted methodology was a crossing between a quantitative and a qualitative analysis.

Through this analysis, we stated that the more popular press is mainly centred in the victim’s narrative, describing and emphasizing dramatic situations. The newspaper considered to be of reference presents a few success stories, but the lexicon used points to extraordinary examples, which were able to triumph in a world which is noticeably masculine. We also found some similarities between the newspapers, which prove that the media speech reproduces ideologies and attitudes which make male domination legitimate. This scenario is apparent in the lack of visibility (specific roles and rank diversity) and in the stereotyping of women (body/object). This reveals that we still have a long way to go before we achieve an equivalent handling of both genders in the Portuguese press.

REPRESENTATION

The new feminine representations in mass media in Mexico

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THE PRESENT WORK is born from an investigation about how they have varied the social representations of the women in the last years in Mexico; one talks about the incorporation of new representations of the women in media in Mexico, specifically in the feminine magazines and the advertising. We left from a context characterized by:

1. In the last three decades in Mexico changes as far as the greater incorporation from the women to the labor market have occurred and to the education, to certain sectors of the economy and the political life.
2. The mass media and their capacity to mold images and representations have received greater force, along with the high volumes of advertising and the global images of the feminine figure.

We presented/displayed a panorama of the representations about the woman that are transmitted in mass media in Mexico and which they to a certain extent reflect the form in which the Mexican society sees the women.

We described the feminine representations that spread in

means: from the traditional images that have been effective during decades (some during centuries), like those of the mother, the housewife and the woman object and the way in which they have varied. New representations have taken place, the present models promote imaginary a feminine contemporary, with new styles and a segmentation of the market, that give relevance to the youthful images, with an idea of modernity, the corporal beauty and images associated to the thinness; the representations of the women who work outside the home, the image of the woman in directive positions and the new treatment of the sexuality, as well as the approach of woman like consumer.

From the Sociology of the daily life, we located the free time like space of performance of mass media where the rolls are transmitted and the differences of sort in the social life reproduce. The expositions of Pierre Bourdieu allow to context the symbolic practices like an element fundamental to include/understand the social relations and to locate them not only like a representation of the society but like a scope where the social structures are redesigned.

The mass media are basic in the transmission of values and representations, in the repetition of behaviors, ideal images and dreams. The construction of the feminine representations, its reproduction through means, operates as the mirror through as we see the women.

The feminine magazines in Mexico, with industrial character, are developed in second half of century XX, thus this work analyzes publications of greater sale: *Vanity Fair* and *Cosmopolitan*, the magazines oriented to the traditional image of the housewife, the magazines in fashion; the new proposals like *Executive Woman*, the magazines for adolescents and *Marie Claire*, that has introduced in the treatment of social subjects related to the woman. By its part, the message of the advertising is coherent with the messages of the magazines, operates like diffuser of the feminine image that presents/displays to the woman like merchandise and as well promotional of objects; the space for dreams and fantasies and as well way to fetish, where the feminine bodies are changed in objects and the objects simulate to acquire human qualities.

Lobbying Against 'Immorality' - A Study on the Representation of Homosexuals By Faith-Based Lobby Groups

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EVANGELICAL CHRISTIANS ARE some of the most vocal opponents of the advancement of lesbian, gay, bisexual and transgender (LGBT) rights. Christian conservative lobby groups, such as the Washington-based Family Research Council, lobby for American federal and state laws to be amended in order to proscribe the advancement of rights for LGBT individuals, disseminating their material through both the mainstream media in the United States as well as their own media channels. The reach of these antigay materials is global, influencing homophobic discourses outside the United States.

Using Fairclough (1995, 2001, 2003) and Chouliaraki and Fairclough's (1999) methods of critical discourse analysis, this study seeks to examine the various discursive materials created by the Family Research Council. Materials were examined for the representation of social actors, largely homosexuals and themselves, as well as larger social structures, such as the institutions of marriage and democracy, to identify the ideology and strategies used to achieve political goals. A total of 153 pieces of text, ranging over a period of 4 years were analyzed, including press releases, books, brochures, opinion pieces, academic work, political and religious newsletters and so on. Representations of homosexuals include traditional images of paedophilia, disease and special rights, as well as less common comparisons to Islamic fundamen-

talism or social engineering. In opposition to this, the FRC represents themselves as vigilant Christian watchmen and warriors for religion. Subsequently, the Foucauldian queer theory of Sedgwick (1990) and Halperin (1995) was used to inform the discussion of the various paradoxes of these representations, including homosexuality as a choice versus homosexuality as identity, as well as FRC as victim versus FRC as victors. These contradictions present a series of double binds that seeks to re-impose a social closet onto GLBT individuals.

The study then concludes by suggesting possible strategies to disengage from this homophobic discourse, such as media exposure of the paradoxes and targeting their internal constituents who receive the most vituperative homophobic materials.

Incarcerated female sexualities: representations versus realities

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FEMALE SEXUALITY IS an often ignored concept in criminological and popular cultural discussions, with gendered stereotypes of emotionality, passivity, and gentility dominating expectations of women in general. Imprisoned women, having deviated from such "norms", are generally categorised as "mad or bad" (a binary often inflicted on women challenging culturally dictated norms of womanhood). This paper gives particular attention to the issue of female sexuality and inter-prisoner sexual activity within this single-sexed setting, and the manner in which the incarcerated female sexual identity is negotiated in an already highly restrictive environment, giving focus to the representation of this issue within popular culture and the prison film genre, compared to academic "reality".

The paper notes that there is a much smaller body of work attempting to represent female prison life that that in existence for men, and what does exist regarding sexuality tends to portray imprisoned women as either highly sexualised individuals, (displayed in a heterosexual-male gratifying, essentially pornographic manner); or as conforming to the category of the "prison lesbian": stereotypically masculine, aggressive and sexually dominant, these categories essentially being depicted as failing expectations of hegemonic femininity. In contrast, representations of incarcerated men involve the construction of hyper-masculine individuals, portraying the most socially valuable characteristics of hegemonic masculinity. By depicting prison female sexuality in this manner, these women are perceived to be fundamentally different from the "normal" population, and can be sidelined by an audience, only existing within this separate, incarcerated population, of no "threat" to the free world, and not worthy of societal concern.

Following this, the paper considers the parallels that such representations have with academically researched reality, a complex issue itself due to the lack of overall attention to female sexuality, the difficulty of conducting such research within the prison context (often resulting in regionally specific findings), and the private (and often prohibited) nature of such acts. In reality, incarcerated sexuality cannot easily be categorised, and the variety of inter-prisoner relationships in existence go well beyond those limited stereotypes subjected to popular cultural attention. Although literature does exist, there is a lack of communication between the popular culture medium and academia, with reality failing to inform representation, having serious implications for perceptions of incarcerated civilisations and how they should be treated. Consideration will be given to the effects that such a diversity between reality and representation have upon the further victimization of female offenders (often already highly damaged and stigmatised women), in terms of public opinions of incarceration and female sexuality, stereotypes of female sexual deviancy, and the mas-

culinisation of women when entering an environment perceived to be intended for men (under which category mad and bad women are arguably often positioned, not qualifying as “real” women). Recognition of the conflicting roles of popular culture and research is important: entertainment does not necessarily require truth to the degree implied in research, however, it tends to serve as the most accessible medium for the portrayal (and consequential interpretation) of members of the incarcerated community, perhaps implying a requirement of responsibility.

Telling Stories of Guilt And Innocence: The News Media’s Construction Of Women Accused of Killing Their Babies

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THIS PAPER EXPLORES the continuity of the discourse of motherhood in the construction of images of women criminals. Using print media case studies of Sally Clark, Angela Cannings and Trupti Patel, I trace how this discourse was used in building a ‘bad mother’ when they were initially found guilty of killing their babies. I also show how the same discourse was later used to suggest that they were after all, loving mothers who had been misunderstood in their acquittal. By exposing the subtle ways in which this discourse is used both in the court and media reports, society’s anxiety about deviant women is revealed.

This paper also demonstrates how established news frames may privilege certain expert evidence opinion in an attempt to explain crimes that may be incomprehensible to society. The findings are based on a qualitative discourse and frame analysis of articles taken from British national newspapers. The articles cover the trials and acquittals of these women.

ACTIVISM & HUMAN RIGHTS

Eliminating Inequalities for Women’s Reproductive Rights through NGO Communications Strategies

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I PROPOSE A paper that explores how civil society has used multiple communications strategies to position, in mainstream media, issues that have been relegated historically to the back page. This paper will specifically examine women’s human rights, reproductive rights, and especially abortion rights, as inalienable. I will also demonstrate how the positioning of such topics has closed the inequalities or divides in access to information, the exercise of human rights and in women’s access to public services to guarantee those rights.

In Mexico and more generally, in Latin America, there is growing inequity between those women who have economic and informational resources, and those who do not. This inequity is also present between those who can exercise their reproductive rights and those who cannot, and is reflected in the mass media, by a generalized under-reporting of abortion rights in the mainstream media. Most coverage is offered to women who have undergone an illegal abortion and have been arrested, often found in the section on crime, and does not treat the human side or social implications of abortion.

There is currently a journalistic trend called “social journalism” that describes the importance of civil society, or the “third sector”

as a source of high-impact, human-interest information about social issues. Non-governmental organizations (NGOs) have traditionally worked with marginalized groups, including women, and thus have a more complete picture of the societal factors at work in issues such as reproductive rights.

GIRE, a Mexican NGO, has worked for the last 15 years to position women’s right to terminate a pregnancy on the mainstream media agenda. We have worked to shape the discourse around abortion so that it is based not on moral or religious arguments, but rather on the social justice, freedom of conscience, public health, and human rights aspects and implications of unsafe abortion.

Within this context, I will show how GIRE’s use of multiple communications strategies and methods-formal and informal-have positioned innovative arguments and perspectives on a problem that has long been ignored, as a way of fomenting democracy in Mexican society. I will examine the construction and public positioning, in the media and on the political agenda, of concrete cases that became emblematic given their human face (the Paulina Case). I will comment on the development and impact of GIRE’s public information campaigns (“Abortion due to Rape is Legal,” and “Life is?”), which have capitalized on non-traditional media outlets (subway cars, flyer distribution, posters and billboards).

I will also discuss how GIRE reinforced its traditional arguments during a recent national debate on a reform proposal that decriminalized abortion up to 12 weeks of gestation in Mexico City. Discourse analyses conducted after the law’s approval demonstrated that many of GIRE’s long-standing arguments permeated texts offered by Mexico’s most prestigious opinion leaders during the debate.

GIRE’s use of both alternative and traditional communications strategies in our work on the highly divisive issue of abortion has resulted in the dissemination of information about reproductive rights to a broader public, including marginalized women. This information has translated into a greater understanding of reproductive rights, and has empowered women to claim and exercise those rights.

“Media and Gender Activism in South Africa: Challenging the Divides”

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WHILE INEQUALITIES CONTINUE to exist between the global North and South, inequalities along gender lines seem to cross national boundaries. Local and global women’s movements challenge these divides while acknowledging the particular realities of women’s lives. The news media is one of many places where gender inequality is apparent, as women continue to be largely under-represented and stereotyped around the world. Yet, in what is perhaps a global academic divide, most published research on women and media is written from a Western perspective while developments in the South remain understudied. Too often, feminist media research also focuses on issues of representation and not on strategies for reform.

In an effort to overcome gender inequalities, to provide research from the South, and to consider strategies for media reform, this paper presents a case study of the South African-based nonprofit organization Gender Links. South Africa presents a fruitful site for media research because of the short history of democracy in this country. It also provides an important site for gender research because of South Africa’s commitment to non-racialism and non-sexism. While most South African women suffered from the triple oppression of race, class and gender in the past, the inequality of women in the news media still continue today. Other conditions in South Africa, such as high illiteracy and unemployment rates, further contribute to the challenge for South

African news media to become more inclusive.

Gender Links was founded in 2001 with the specific mission of changing gender relations in the media and through the media. During the past six years, *Gender Links* has done a tremendous amount of work through media monitoring projects, audience research, gender policy work, gender training, gender justice campaigns, opinion pieces and commentaries, media literacy projects, and several publications. This paper reports on what *Gender Links* considers to be the most effective strategies for bringing about change in mainstream media organizations in South Africa. The results of the study is based on an institutional analysis of *Gender Links* materials, in-depth interviews with 25 participants in Johannesburg, and a two-week long participation observation in July 2007. The paper also reveals some of the fundamental challenges that this organization has to overcome.

Some of the themes developed in the paper are the tensions between gender and feminist activism, media responsibility and freedom, critical and administrative research, policy and grassroots work, and cooperation and competition. This paper hopes to make a valuable contribution in the field of gender and media activism that similar organizations in other countries can draw upon to close the global gender divide in the news media. It especially hopes to expand the existing academic literature on women and news with insights from the South.

Media Representation of International Human Trafficking in Six Western Democracies and Its Implications for Gender Inequality

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THIS PAPER EXAMINES how the news media have been covering international human trafficking over the past 25 years and explores the consequences of that coverage. From an analysis of print media in the United States (i.e., New York Times and The Washington Post, n=700), I show that between 1981 and 2007 (n=2,500), there has been a substantial increase in the volume of coverage since 2000. A content analysis of these articles reveals that the coverage has been presented within a crime or legal frame. Stories that are more complex and analytical present only a limited range of viewpoints on the causes of trafficking and possible solutions. Moreover, the U.S. media have relied on only a limited and exclusive group of sources, most who have an institutional perspective, rarely presenting competing perspectives or critiques from liberal feminists and sex workers rights advocates.

This is not surprising considering that conventional journalistic practices and the media's concern for attracting audiences tend to exclude sources and interpretations that may challenge the legitimacy of powerful institutions and middle-class values or expose how the behavior or neglect by those institutions and even the public may have contributed to the problem. Thus, while a more conventional form of coverage may have raised public awareness of human trafficking and its impact on women and other vulnerable groups, the inequalities that persist in the representation of the problem may be reinforcing existing gender and social inequalities that persist worldwide.

The study currently is being expanded to include newspapers in Canada (Toronto Star and The Globe and Mail), Great Britain (The Guardian and The Times), France (Le Monde and Le Figaro), Italy (La Repubblica and Il Giornale) and Spain (El Mundo and El Pais) and will consist of a content analysis of stories appearing in 2005 in order to examine how alternative media systems, journalistic traditions, and audience expectations influence the news media's coverage.

Violence of gender against women and girls in the Mexican media agenda

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FEMINICIDE, IS DIRECTLY related to gender-based violence and it is expressed in other forms of violence of gender – such as physical, psychological, sexual, economic and symbolic – that occur in both private and public spheres -home, school, workplace, community, etc-. Such forms of violence, represent the main obstacle for the human rights of Mexican women.

Many social and judicial factors increase this problem in the country, that includes: impunity of the authorities, the women's lack of access to information and protection, cultural patterns, harmful effects of certain customary and traditional practices and the configuration of stereotypes of gender in media discourses, among others. This is why its eradication concerns every institution of the Mexican State.

In this sense, international organisms have taken significant steps towards improving instruments and laws to eliminate violence against women. One of the central points on the debate of solutions, has to do with the adoption of necessary measurements in the area of education to eliminate the prejudices that, based on the idea of inferiority of women and of superiority of men, contribute to the reproduction of this problem. In this respect, media are recognized as routes of education that play a central role in the reproduction of this problem, but in its eradication too.

Following the mandates established by these instruments, that calls to the scientific community on researching on the causes, consequences and incidence of violence of gender, as the way to develop measures to combat it, this paper shows the results of the two years' research "Violence of gender against women and girls in the Mexican media agenda". This research, based on the gender perspective and using the content analysis, answers to the question "What is the social representation of violence of gender against women and girls in the agenda of the main Mexican television channels, radio stations, newspapers, magazines and web-pages?" The methodological unit of analysis is the social representation (Moscovici, 1976), in order to understand the processes of social construction of meaning produced and reproduced by media. In this sense, gender constitutes one of the main social representations, as the place where discourses, beliefs and norms about identities, have historically determined the unequal power relations between women and men, which have led to discrimination and violence against women and girls (Flores, 1996). The dimensions of social representation of violence against women in the media discourses, allow in this research to see how victims and aggressors are represented, the forms of violence of gender, the treatment of this as a public or as a private problem and the responsibility of Mexican institutions, among others.

The results of this research show that Mexican media produce contents where stereotyped images of discrimination and violence against women are common, and that through such discourses, media contribute to perpetuate it. For this reason, the final purpose of this research is to promote that media adopt measurements to eliminate these images, by informing, explaining and stimulating the public debate and actions for the eradication of violence against women.

WOMEN ONLINE

Performing 'Women' in Internet Dating: A case study

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THIS PAPER AIMS to explore the aspect of women's gender performative in Internet dating. Focusing on the experience of a Taiwanese Internet dating platform, the paper looks at the advertisements of women who seek romantic relationships with males, examining the ways in which the relationship seekers consciously present themselves as 'women' in the advertisements. In analyzing the words in the advertisements as acts of 'gender performative', the paper investigates how the performative acts 'cite' existing gender norms and discourses concerning women in the society. In so doing, the researcher reformats Judith Butler's gender theory by linking it with Bakhtin's idea of heteroglossia. The argument is that the citationality in gender performative in this fashion does not necessarily take form in subjection to or subversion of an over-arching, universal norm. Rather, in a society saturated with competing gender discourses, a woman's self-portrait may be an act of articulation in which various discourses coexist, or a result of negotiation in which the individual tries to construct the gendered self reflexively by mediating different or even opposing discourses. As a social space where female romance-seekers perform themselves as desirable beings under the male gaze, the Internet dating platform serves to give rise to such acts of articulation and make visible possible negotiations within individuals.

A survey of gender motives of Iranian Persian speaking Bloggers

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IN COUNTRIES WHERE gender dominates public opinion, a part from "public sphere" there are other concealed factors which contribute of effecting changes in society and communication. We refer to these factors as the "gender factors" as they are occasioned by gender motives and dominate the public sphere of the society.

In this paper we will elaborate on the gender and motives of the Iranian blogger in digital environment. With an emphasis on the gender motivations of Iranian Persian speaking bloggers and their demographic characteristics. The current research makes an analysis based on such variables as gender, age, education, job, entertainment, occupation and self-expression and to do so it adopts a documentary and surveying methodology.

According to the result of this research there are significant relations between gender on the one hand, with self-expression and professional motives, on the other. Nevertheless, there seems to be no significant connection between gender with social, political and entertainment motives. This paper will try to consider this important issue through a survey of the motives of female and male bloggers

Iranian Women Bloggers; Pushing Back the Borders

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INFORMATION TECHNOLOGY in general and blogging in specific has opened a new window to the external world for Iranian young women. The women bloggers either were born after Islamic Revolution in 1979 or during the revolution they were children; they are who have grown in the environment which many of the feminine concepts have been taboo and talking about them has been prohibited in public spaces. By blogging, Iranian women and girls have been able to write about feminine banned concepts such as their bodies and sexual relationships and also their emotions. This new possibility not only to transfer their needs and wills to the out but also with reading other women's post, exchange the links and leave comments, they can share the feminine experience and make these subjects clear to judge publicly.

Indeed, this article is seeking to analyze the content of Iranian women and girls' blogs and categorize them in order to find out a general outline of published content in the web by Iranian women. Although all the content of women's blogs are not related directly to feminine notions, since women are more interested in writing diaries and personal life, this article would like to concentrate on studying the women related issues in their weblogs more than other subjects. Besides, analyzing the content of the posts can lead us to know more about their wills, needs, stresses, happiness and mental disturbance because they can express themselves freely -even with unreal names - in virtual space where they are not obliged to notice to the social pressures to censure their feelings and thoughts about what they have been forbidden for about 30 years.

In addition, Iran's State is worried about women's blogging because they see that women can push back the traditional borders and limitations in their posts. Thus, demonstration of the mechanisms and methods which Iran's State uses to limit and filter the weblogs especially women's blogs will be mentioned in this article.

History Section

5

MEDIA AND DIVIDES IN COMMUNICATION HISTORY “MEDIA AND SOCIETY DIVIDES”

The BBC, Political Drama and a Divides society

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THIS PAPER EXAMINES the BBC television drama in the 1970s and 80s. To be more precise it examines politically committed drama. Television drama can be seen as a society representing itself to itself. At certain times, this can be a less comfortable experience than others. In Britain in the 1970s and 80s, the post-war consensus was beginning to break down in an increasingly bleak economic climate. The optimism of the 1960s was fast disappearing and Britain could not be described as a nation at peace with itself any longer. How could television drama then portray a society which was increasingly divided? Divided between North and South, between rich and poor, left and right, and in the case of Northern Ireland between nationalist and unionist, republican and loyalist. How should BBC television drama portray such a fractured state of affairs? What was the role of a national broadcaster in a period when it seemed that the nation was almost at war with itself? Should it explore the differences warts and all or should it attempt to pour oil on troubled waters?

At the same time, television dramatists, producers and directors wished to produce drama which was politically committed. How could the BBC accommodate this kind of drama? At a time when its very existence was increasingly questioned, could the BBC afford to be seen to be offering a platform to playwrights and producers the majority of whom were to many in government left-wing malcontents, whose work undermined national morale, denigrated its past and threatened its future? Based on research for volume 6 of the official history of the BBC covering the years 1975 to 87, and on privileged access to internal documentation not hitherto in the public domain, this paper sets out to explore the institutional response of the BBC to politically committed drama – the internal debates and external pressures.

Radio and Divides: One Aspect of the Taiwan Hosokyo Kyokai in Late Japanese Colonial Period, 1925-1945

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THE JAPANESE EMPIRE (1895-1945), as the only Asian colonial power, distinguished her colonial policy from her western counterparts by several aspects. One noticeable policy was the *Kominka* movement, which means to assimilate colonial subjects into Japanese culture. For executing the media policy in *Kominka* movement, the Japanese colonial government set the Taiwan Hosokyo Kyokai (THK, which means Taiwan Broadcasting Association) in late Japanese ruling Taiwan.

As the first broadcasting media administering organization in Taiwan, THK played an active role in promoting the radio coverage. However, under THK's operation, there were existed many kinds of social divides in Japanese ruling period. From a media history perspective, what was THK's function in colonial Taiwan? And what kinds of social divides were related to THK's radio policy? This paper attempts to describe this generally known yet not well clarified aspect of the THK.

This study collects data of these divides, and reviews the evolution of the new media-radio in Taiwan from 1925 to 1945, which

refer to the evolution of radio audience coverage, radio program content, THK's staff and organization. This paper also analyzes the historical material, document, photos, and statistics of THK. And this study also interviewed THK former staff and related people, represents an attempt to probe the relationship between radio and social divides in colonial Taiwan.

This paper found three main results as follows. First, the five radio stations of THK played crucial roles in that period. They served as 4 kinds of roles, such as a public service media, an assimilating tool, an international communication radio and a kind of propaganda radio station.

Second, because of the nature of colonial power, THK's broadcasting policy indeed deepened some social divides. For example, from the radio audience coverage point of view, this paper found the social divide was big between Japanese and Taiwanese who lived in colonial Taiwan. For example, by 1935, the Japanese population was less than 5%, and Taiwanese population was more than 95%. However, 80% radio audience was Japanese. In 1000 Japanese people, there were 80 people owned radio. On the contrast, in 1000 Taiwan people, there was only 1 people can afford radio.

Third, the divide of urban and country area was also obvious. About more than 64% radio audience lived in urban area, about 36% radio audience lived in country area. Moreover, 90% of the radio programs of the radio stations are mainly for Japanese who lived in Taiwan. And more than 90% administrating staff, editors and reporters of THK were Japanese.

In conclusion, Taiwan as the Japanese empire's jumping board for military aggression to South-East Asia, so THK took radio as a kind of technological soft-power weapon. This policy was for Japan's benefit and also brought many kinds of social divides in colonial Taiwan. However, this policy also took the new media-radio inside Taiwan society, so a part of Taiwanese can listen and enjoy the radio programs. To sum up, divides between the dominant Japanese and lower-status Taiwanese were shortened after 1940's, for Japanese colonizers needed Taiwanese to join the military, yet the divides never been crossed till 1945.

Journalists' Conceptions of Audiences: Constructing “Authenticity” Across Divides

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HOW DO PRODUCERS and of news broadcast across ideological and cultural divides perceive of their audiences and thereby construct “authenticity”? News organizations that are increasingly transnational in nature must challenge internal and external divides while establishing credibility. Few studies interrogate journalists' and broadcasters' conceptions of their audiences and how those conceptions manifest in organizational challenges. In this study, the question (and slippery concept) of authenticity is revealed as integral to audience trust and therefore journalistic credibility. In this study of an historical media organization, Radio Free Europe as it existed in Munich, FRG during the later Cold War of the 1970s and 1980s, interviews with 50 journalists, broadcasters and editors from various organizational positions (Polish and Czech émigrés who staffed language services or radio stations intended as surrogate free press, or “home radios” across ideological and cultural divides, and journalists from English language western democracies who staffed an internal wire service) illustrate that authenticity is constructed differently within media organizations depending upon the networked positions of individuals and groups relative to conceptions of mission and to the practice of journalism, and those rest on conceptions of audiences, revealing alternative definitions and constructions of authenticity.

The historiography of “authenticity”, theories of social construction and a network approach to culture inform this study.

Advertising Plots: the Creation of an Educational Methodology

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THIS WORK BRINGS a new didactics to the advertising teaching, which intends to unite knowledge and traditional bibliographic research with the fluidity of narration. Instead of using conventional texts adopting the evolution of advertising techniques and the media, we propose a hybridization of the academic and literary genres, thus offering a new perspective in the transmission of academic contents breaking free from already instituted canons. This new way of introducing contents may be offered to both post-graduate and graduate students, professionals of the sector and all those interested in knowing about the advertising phenomena and mass communication history.

We understand that by using this differentiated type of didactic text the student will have a greater interest in the study of the advertising history and more easily retain, with this, the didactic contents entwined in the text. The teacher will act as a guide, using passages of the text as a chance to explain the use of certain techniques and styles and will encourage other reflections and research to be carried out by the students.

The materialization of this new didactics is a book comprising three essays following the same proposed textual construction methodology. Under the inspiration of Umberto Eco novel *The mysterious flame of queen Loana*, reproducing cultural images as narrative elements (ads, posters, labels etc) we developed three stories, belonging to three remarkable times of capitalism, showing a historical perspective of the impact of mass communication in society. Protagonist characters were created for each essay, incorporating values of that time and culture and allowing the reader to reach a new critical positioning of the academic contents, thus stimulating new reflections on the impact of communication on everyday life.

The first essay shows the “birth” of consumption society. Set in Paris at the Belle-Epoque, we travel the capital of European vanguard, peak of modernity, busy with its intense cultural life, social problems and a Production capitalism, which used to use advertising art to stimulate the consumption of beverages, drugs, food and amusement.

The second essay covers the Second World War period, from where we rescued the impact of ideological advertising on people, their fears and hopes for better times, where consumption dreams shall come true in a transitional kind of society from scarcity into abundance and from sales marketing into a consumption market.

The third essay, situated in the contemporary period, is contaminated by the post-modern spirit and new possibilities provided by communication technologies. In this essay, our character is a nationless citizen, knowing modern communication technologies and making use of them in his favor to reach his goals. The tale’s text uses post-modern pastiche and bricolage esthetics, images from the Internet and quotations from authors consecrated by the contemporary time media critic, such as Jean Baudrillard and Stuart Hall.

A research carried out with graduate and post-graduate students of Publicity, Advertising and Design attested the acceptance of the proposed education methodology, which validated the continuity of the presented project. The results of this research were presented at the 2007 IAMCR Congress, therefore, we conclude that the project is feasible and its contribution for the advertising history teaching is valuable.

“MEDIA AND SOCIAL CHANGE”

Saving the World: A Brief History of Communication for Development/Social Change

IT HAS BEEN at least fifty years ago since the world began to think about how Information and Communication Technologies (ICTs) might close the divide between North and South. Daniel Lerner’s “*The Passing of Traditional Society: Modernizing the Middle East*” (1958) was the first of three books that set a strategic path to define how this was to happen, i.e. from the perspective of modernization and westernization. Everett Roger’s “*The Diffusion of Innovations*” (1962) and Wilbur Schramm’s “*Mass media and National Development*” (1964) also added important elements to this trajectory. Looking back at this beginning, how do we reconcile the promises of this period with the ongoing divides of the North and South and the reality of poverty and its consequences in health, nutrition, education etc.? Has this been a dead end? If we examine the Millenium Goals of the United Nations to end the divides and their embracing of modern ICTs like the Internet and cell phones, we see that although much has changed, much still remains the same. By examining critically these founding documents from the communication for development field, we can learn important lessons for the future application of ICTs. The author was a colleague of two of the three authors and was acquainted with the third. The examination of the history of the field promises to clarify where we are or should be headed.

A Historical Consideration of Communication in the Field of Development Communication

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DEVELOPMENT COMMUNICATION BUILDS on a history of grounded theory and informed practice toward strategic intervention. The framework has shifted over time, from modernization to participatory approaches, and at times attention to liberation or resistant positions. Yet although the processes and targets advocated across these models have differed, the underlying assumption that communication matters in the process of social change remains.

This work explores how communication has been understood in the process of social change as evidenced in central historical texts describing the field. Several dimensions of communication approaches will be considered. First, whether communication is construed mainly in terms of media effects or communication outcomes, of content or text, or of political-economic and cultural conditions of production, distribution, and access will be gauged. Related to these emphases may be a focus on outcomes or process, particularly critical given participatory advocacy prominent in the history of the field. Whether the communication process is posited as a linear transmission, cultural ritualistic, or hegemonic structuring model should also be documented. Particularly critical will be ascertaining assumptions about power within this model, whether situated in the centrality of the media technology or text, in the audience or community, or in the organizations, industries or movements with financial and political resources or social and cultural capital.

These conditions of communication will be considered within foundational texts on development communication as a field, as promoted within the US, in order to locate this history specifically within the political context of US foreign aid programs over time. These foundational texts are identified through noting frequency

of citations of publications addressing “development communication” beginning with Lerner’s work on the subject in the Middle East in the 1950s. McAnany’s submitted work to this division will contribute to a broader understanding of this era of research in the field. My selection of texts will then draw from subsequent decades through 2007, in order to explore transitions over time, as well as continuity over dominant themes. Mody’s contribution to this division would supplement this work through her consideration of dissertation texts, in order to illustrate how approaches in dominant publications may resonate in the work of academic research in the field.

Development communication is at a critical juncture in the field, becoming less known as an approach and more absorbed by newly termed “communication for social change.” In order to understand how the current discourse might represent newly informed or continued approaches, it is imperative that we have a solid grounding of this field’s history.

Understanding Riots in Chosun Dynasty in S. Korea as a Result of Communication

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THIS RESEARCH IS to understand how real public opinion of common people in Chosun era has been formed by investigating several historical cases of changes in communication system.

Up to now, research in communication history in Korea has two distinctive characteristics. One is interpreting communication history based on political and economical system and class hierarchy of the time. The other characteristics is applying western communication tradition technically without consideration of historical background of Korean society. In fact, this trend explains communication system only by exterior factors of communication or causes problems by regarding bourgeois public sphere as an ideal one and try to find similar public sphere like confucian public sphere). These two trends have limitation since they do not explain dynamic process in formation of public opinion. However, since communication behavior is basic behavior in institutionalizing every social relationship, explanation based on communication system will seek fundamental sociohistoric understanding of formation of public opinion formed by common people that is excluded traditional researches. This communication system consists of following factors: a system of thought, organization, (symbolic) media system, and public places.

In Chosun era, in which Sung Confucianistic ruling system was established, public opinion was more like conceptual justification which helps ruling class to get political legitimacy. After the 19th century when confucianism ruling system in Chosun dynasty starts to break down, practical public opinion has been started. Thus this research take Samnam revolt in 1862, Donghak peasant movement in 1894, and Shinyu persecution as cases and rearranged and reconstructed historical documents to find following results.

First, there was change in symbolic system and system of thought. Under confucianism ruling system, Chinese Character, as a symbolic system, combined with Sung Confucianism played major role in monopolizing communication method by ruling class and excluding most common people from public sphere. However, common people have become center of formation of public opinion through spreading of practical science, catholic (and christianity). Since they used Hangeul to interpret and understand text including the bible instead of Chinese Character they can share communication method.

Second, possible public space is noticeable during the time. To form public opinion, it needs public space such as cafe and salon in western society. In Korea, small-sized spiritual communes like a catholic church and local market did played the role. However,

these small-sized spiritual communes not be institutionalized, since Donghak and catholic was against confucianism ruling system. Rather private space such as an outer room were used as closed public space, also, local market was not active public space either, because it held every 5 days.

Third, fragmented communication unit were activated. Several small groups within village, religious community were formed and within those groups there had been active communication. Bible study and catechism in that community made possible active face to face communication among members and intra and inter group communication. Regular meeting within these groups help to form democratic and horizontal communication.

Fourth, natural oral communication was major source in forming public opinion. Specially, Chamyo, a political folk song and Pansori, a traditional Korean narrative song transferred information in form of song and functioned as a colloquial newspaper (...).

Research on the Book Publication Culture during the Enlightenment Era (1883-1910) in Korea

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THIS STUDY AIMS at discovering the significance of book publication culture during the Enlightenment Era in Korea, from 1883 when a new print technology was officially introduced by the government, to 1910 when Japan’s annexation of Chosun took place. In Korean history, exchange with modernized nations is said to begin at the Enlightenment Era, after the Kanhwa Treaty of 1876 in which the Chosun Dynasty reluctantly signed to open the port to the West and Japan. After the treaty, the media culture was officially modernized and begot the prevalence of modern media, such as periodical newspapers and journals. However, media culture in Chosun before the Enlightenment Era, had already been in the phase that, at least in some parts, can be evaluated as modern.

This is why book publication culture in the Enlightenment Era is meaningful. The book publication culture at the period showed the integration of preexisting media culture with newly-introduced modern media culture and technology. Furthermore, it also reflected both the premodern and the modern features, of contemporary society, which resulted in the coexistence of Confucian emphasis on loyalty and the abrogation of medieval status system.

From this regard, the study will focus on the change of media subjects’ status by reviewing secondary references dealing with modern book-publication culture from the late Chosun to Japanese colonial period. Status change has been researched only in limited viewpoint, such as the rise of novel. However, since it is subjects who use the media, it is important to observe status change of those who would have finally changed the media use and society.

In detail, the main focus of this study is to answer two major questions; how did the status of authors, who were the senders of the media, change from the pre-Enlightenment era? How did the status of readers, vis-à-vis the receivers of the media change? By uncovering the change of media culture contending books, the old media which experienced both premodern and modern culture, the study will further imply the shift of Korean society towards modernization.

The study hypothesizes that the status of authors targeting the general public had gradually risen, due to the popular enlightenment movement and beginning of modern education institutions, while those in Chosun were undervalued. Also, Korean society had started to regard the public as readers, as men with reason that can be cultivated, contrary to the Chosun period when the public was only understood as submissive subjects to royalty. As a result, modern education started with textbooks published in

quantity, and elites recommended qualified books to enlighten the public. This phenomenon would have influenced the reading culture after the Enlightenment Era to move from elites to public. Therefore, the Enlightenment Era in Korea was an initial stage of modern publication culture, in that status of authors and readers surrounding media began to change.

THE BEGINNING OF JOURNALISTS' ASSOCIATIONS

In Pursuit of an Honourable Identity: The Early Organisation of Norwegian Journalists, 1883-1950

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THE CONCEPT OF 'professionalisation' is often reserved for a body of skilled persons mastering a unique scientifically based knowledge, and their authority being further protected by strong vocational associations commanding bargaining power and social respect. Vocational organisations are a necessary but not a sufficient condition for 'professionalisation'.

Using this definition 'journalists' regularly end up as being classified either as non-professionals or semi-professionals compared to the fully professionalised doctors, engineers, and lawyers. At best journalism is an emerging profession. In this paper I will argue that instead of taxonomy a more fruitful approach is to look for more general social and historical conditions, which have been successful when demanding autonomy and professional respect for a vocation. Norwegian journalists and the early stages in their formation of associations will serve as our prime example.

Theoretical underpinnings for an interpretation of the Norwegian case will be found in the general social scientific literature. One point of departure is theories of modernisation, which focus on the steady differentiation of work life as a driving force in society. Another is the central proposition in Daniel Hallin's and Paolo Mancini's *Comparing Media Systems* that every media system is strongly bound up in its historically given cultural and political environment. The two, slightly conflicting, propositions will best be 'tested' or sorted out by analysing historical cases cross nationally.

The formation of journalist associations has followed a sequence resulting from changes in the newspaper industry, as well as from changes in the political system. The early associations for journalists in Norway were social in character and had few specific vocational purposes; they served mainly as a forum for mutual respect and gave the members an opportunity to discover who worked where. In the next generation journalist associations were politicised. The third generation of organisations had more vocational ends: eventually negotiating for better wages and work conditions like a trade union. Only recently have the organisations been active in pursuing professional objectives beyond the codes of ethics.

As indicated in my title the early stage towards professionalisation comprises between fifty and sixty years. The main reasons for this prolonged process are mainly two: Newspapers became heavily politicised at the end of the 19th century, even before formal political parties appeared, and journalism as a full time job emerged only in the beginning of the 20th century when circulation for newspapers raised considerably. The two processes fused into a multi-party press. Party chapters, jointly for editors and journalists, were organised nationwide, each belonging to a major party. In 1910 a non-political and nationwide organisation was formed in addition to the political press organisations, and still

comprising both editors and journalists. Not until 1938 were journalists alone able to engage in nationwide wage-negotiations with publishers.

Between Press Freedom, Social Needs and Political Instrumentalization. Journalism as an Organized Profession in Germany from the 19th to the 20th Century

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THE INTENTION OF the paper is to give and overview about the origins and the development of the professional organizations of journalists in Germany from the 19th to the end of the 20th century. The forerunners go back until the 1830ies when groups of literary writers began to join each other in a formal way. But the attempts to self-organize journalists started only in the 1860ies. Since then annual meetings took place to discuss legal problems, the employment market, social security questions for the seniors etc. In the 1890ies several journalistic organizations were established which caused a fragmentation. It took until 1910 when a central organization, the "Reichsverband der Deutschen Presse" (RDP), could be founded. In the Weimar Republic (1918-1933) this organization contributed a lot to the discussion how to guarantee press freedom even more effectively. Press reforms were an important point of interest. But when the Nazis seized the power in Germany in 1933 the RDP was used as one instrument (among others) to get political influence on the journalists and to bring them into line. After World War II the situation of the professional organizations of journalists were different in both German states. Whereas in the Federal Republic the professional organization gained back freedom from the government and was divided more or less into two separate associations, the Deutscher Journalisten Verband (DJV) and the Deutsche Journalisten Union (DJU), the situation was different in the German Democratic Republic. Again the Verband der Journalisten (VDJ) was a tool in the hands of the central state party, the SED.

The Early Development of the Baltic Journalists' Associations: A Comparative Perspective

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DEVELOPMENT OF JOURNALISM as an independent occupation closely relates to the overall modernization of European societies in the 19th century. Journalists, like most other trades, started to establish their trade organizations in the late 19th century (e.g., in Germany in the 1860s-1870s, in Scandinavia 1880s-1890s). The press in many countries had, by that time, become a newspaper industry with efficient printing technology and competitive markets. The growth of the number of fully employed journalists and completely altered working environments, created the need to determine the work tasks, professional standards, responsibility, methods of training, employment and recruitment conditions. 'Who should be considered a journalist?' clearly became a question of establishing the occupational boundaries and the legitimacy of the occupation. An important indicator of a journalist's occupational identification is the extent of their formal and informal

social ties with other journalists. In the Baltic countries, problems of journalists' professional identity became central to the agenda when the first Congresses of editors, authors and literati were held in St. Petersburg in 1905, Riga in 1909 and Tallinn in 1909. However, unlike the situation in many other countries, the role and status differences inside journalism were not yet distinct enough. Another decade or so passed before journalism was defined as an independent profession. The first journalists' organization in the Baltic countries was established in Latvia in 1917 (The Latvian Writers' and Journalists' Trade Union). The Estonian Journalists' Association was founded in 1919 and the Union of Lithuanian Writers and Journalists in 1922.

The paper will first compare the early stage of the formation of journalists' professional identity in the three Baltic countries. Russian Tsarist authorities, during 1864-1904, banned the publication of Lithuanian language books and press in Lithuania. Consequently Lithuanian journalism could only develop outside the borders of the Russian Empire. The first organization of Lithuanian journalists was therefore established in the U.S.A in 1910 (the *Press Society of American-Lithuanians*). Journalism in Latvia and Estonia, in their native languages developed under severe censorship until 1918.

Journalism in the Baltic countries changed rapidly during the independent statehoods of 1918-1940. In the context of a professionally controlled journalism with journalists' organizations being able to function simultaneously as trade unions and as professional associations, Baltic journalism during this period caught up with Europe's.

The second focus of this paper is the international co-operation of the Baltic journalists' organizations in the 1920s-1930s. These organizations had a significant role in developing a common Baltic public sphere, and supporting political and cultural interaction between the three countries. The Baltic Press Association was founded in 1933, in Tallinn, with National Committee representation in each country. The Soviet occupation in the summer of 1940 dealt a fatal blow to journalism in the Baltic States, and in destroying the community of journalists of the independence period entirely ruined the profession. In 1998, on the occasion of the 65th anniversary of the Baltic Press Association, representatives of the Estonian, Latvian and Lithuanian Unions of Journalists re-established the Association as the Baltic Journalists' Federation.

Beginning of Association of Czech Journalists: Till Establishing a Unified Journalistic Organization in 1926

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JOURNALISTIC ASSOCIATION IS understood as one of the constitutional features of journalism as a would-be profession, as Hoyer and Lauk argues (2003). The attitudes of journalists towards their profession and their association change in time. For instance Czech journalists have shown a very weak tendency to being organized in journalistic associations after 1989, but the roots of journalistic association has a long tradition in the Czech society. The text offers main characteristics of initial phase of the development of Czech journalistic association till establishing a Syndicate of Czech Journalists in 1926. The first attempts to found a journalistic organization can be tracked down back to 1870s. Archives of the association of Czech journalists of late 19th and early 20th centuries reveals the social conditions of journalists and the status of journalism and journalists in the Czech society. Czech-speaking journalists in pre-Czechoslovakia period (up to 1918) were mostly understood as representatives of emerging Czech national movement and the political emancipation of Czech nation. However related to the tradition of "literary journalism", Czech journalism of late 19th century was a low status, blue-col-

lar profession which can hardly help journalists to earn enough money for living. The first attempts to found a journalistic association coincided with the development of political press and were (a) inspired by associations established by German-speaking journalists within the Austrian-Hungarian monarchy, (b) focused upon economical support of journalists. The archives show poor life conditions of Czech journalists and the policy of their newly founded organization oriented mainly upon financial support. This "guilt-like" initial phase led to establishing a unified union of journalists after establishing Czechoslovakia as an independent state in 1926.

Development of Journalists' Associations in Turkey

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IN LITERATURE, VARIOUS references have been attributed to the relation between communication media and democracy. While communication technologies developed, these assumptions concerning this relation also developed. Generally, in the approaches which are including these assumptions, communication media has been undertaken with its important role in democratic process. In this point, providing information function of communication media has been brought foreground. Providing information if considered as important in respect of participation of citizens to democratic process. Therefore, achieving freedom of communication and to provide knowledge is very essential. The freedom of communication is related with editorial freedom. Editorial independence is important in respect of journalists not to be influenced in any ways and to providing true information. Editorial independence provides independence to journalists while transferring information. Editorial independence is related with having a power against not only to government pressure but also the pressures coming from other sources.

In this paper, development of journalists' associations from beginning thus far in Turkey will be analyzed in a historical perspective and in comparison with some of European countries. Journalists' associations and their activities will be discussed with its impacts even on press and general social and political spaces. In addition to this, especially non-unionization politics after 1980's and journalists' associations action against this politics will be discussed. This situation will be compared with the developments in various countries in Europe and common and divergent characteristics peculiar points in Turkey will bring foreground. So the position of Turkey that have the aim of being a member of EU will be foreground when it is compared to other European countries.

Journalists' Associations in Spain and the Way to Professionalisation

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JOURNALISM AS A specific profession different from that of writers and politicians gave its first steps in Spain during the last two decades of nineteenth century, this is coinciding with an important wave of modernization that enhanced Spanish newspapers to reach levels of circulation unknown until then. The beginning of a new period of sociopolitical stability and economic development in the entire country helped the press to experience an important growth in terms of technological equipment, financial resources, advertising and circulation. As a result of these circumstances, news gained ground over opinions or comments as the crucial raw material for newspapers, and consequently journalists began to

emphasize the collecting and selection of news as one of their most important tasks within the newsrooms, although this did not mean to forget the weight of the opinion sections.

Actually the newspapers based on news more than in opinions reached the highest levels of circulation, and this fact contributed to an increasing journalists' self-awareness about their job. Nevertheless, labor conditions were not still the best. For this reason the first associations formed by journalists had dominant charitable purposes, being the first that launched in Madrid in 1895, that would serve as model to be imitated by journalists in other provinces. Although its mission statement spoke about the defense of "journalists' moral and material interests", during many years these associations basically sought to get economic advantages for the often-precarious labor conditions of its members. The Federation of Spanish Press Associations created in 1922 was another step forward in this sense. It gathered the 29 provincial associations existing at the time.

There were several failed attempts to create labor unions for journalists, linked or not to political movements. Some of them took place in the nineteenth century, but the majority emerged some decades later, with the advent of the new century. They will succeed especially during the strike of 1919. But these events eventually led to a new failure in gathering journalists around a labor union. Most of them did not feel themselves as workers but belonging to the low bourgeoisie.

During the period of General Primo de Rivera dictatorship (1923-1930), a regulation for the journalistic profession was intended and discussed but only a few newspapers backed this initiative because of its authoritarian taste. Nevertheless it was significant of the importance given to what was increasingly being considered as an authentic profession. Just during that political regime the first School of Journalism was founded in Spain by a prominent Catholic newspaper, *El Debate*, as another sign of the way to professionalization of journalists' work.

In this paper we will discuss, in the light of these events occurred during the modernization period of Spanish press, at what extent journalism fulfilled the basic requirements commonly established to shape a profession according to sociologists.

THEORETICAL FOUNDATIONS OF MEDIA HISTORY

Medieval Urban Revival and Renaissance: Blind Spots in Habermas' Genesis of Bourgeois Public Sphere

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HABERMAS POSITIONED THE birth of the bourgeois public sphere in Western Europe in the mid-17th and -18th centuries. Why? Because he misinterpreted the internal dynamics of feudal society by putting too much emphasis on dominant relationships between landlords and their vassals, and overlooked the social power of nascent urban communities. On the other hand the Belgian revisionist historian Henri Pirenne promoted the thesis that it was the urban movement of the high Middle Ages which planted the seeds of modern Western democracy. This movement was driven by early merchants who settled in the vicinities of feudal burghs, and their 'new burghs' gradually absorbed and dissolved the old ones - thus the origin of the word bourgeois. In spite of its weak points, Pirenne's thesis must catch the eye of anyone who sees social evolution as being driven by the constant dialectic struggle of contradictions.

Confronting the theories of Habermas and Pirenne, this paper

presents empirical evidence indicating that the high mediaeval urban communities of Flanders, Hanseatic cities or the Mediterranean already had vibrant civic societies which were familiar with the concepts of public deliberation and representative government. In 1134 Galbert de Bruges noted that urban courts promote "eloquence and rational methods of inference and argument." The Renaissance further advanced this trend. Humanist Leonardo Bruni argued in 1404 that his native Florence "has recognized that what concerns the body of the people ought not to be decided except by the will of that body itself." The late 15th and early 16th centuries had a vital literary public sphere where issues of religion, foreign wars, scientific discoveries, social injustice, even the environment were raised and discussed on a pan-European level. In the 1530s, Erasmus noted that because of Luther's Reformation, it wasn't possible to sell books on any other topic.

Another point this paper attempts to make is the fact that - contrary to Habermas' idealized London coffeehouse - the public sphere of the late Middle Ages and the Renaissance were gradually dominated by two dialectically opposed interests of the marketplace and democracy. Venetian merchants were searching for ancient Greek manuscripts which, in the knowledge-hungry Renaissance cities, became lucrative merchandise. In 1508, Erasmus complained that due to the speculation of "prostitute printers... the good fruit of wholesome books perishes." From the very beginning, urban communities, which served as the backdrop of this nascent public sphere, were shaped by the interests of profit-driven merchants. And this may be the ultimate reason why the Western mind has such difficulty in separating the two fundamental concepts of modern democracy and capitalism.

Mediality and Historicism: Perspectives for Reformulating History Communication

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IN THE APPROACH to the History of Communication as an academic discipline, researches have discovered a highly sensitive field within its scientific debate. The reason for this sensitivity can be found in the divergences when contemplating the importance of the media as a fundamental instrument in tackling the knowledge of our past and our collective and individual memory.

Following these contemplations, the objective of our paper is to define a plausible methodology as a means to challenging the works on the history of Social Communication. This is done at a moment at which the media environment has radically changed in appearance, having passed from mass to online media. In this new context we need to draw on our ability to create a new understanding around the analysis of our recent and distant past through the media.

Without disregarding the claims of those researchers for whom the History of Communication ought to accept the unstoppable force of other media manifestations, we coincide in recognising the arduous struggle against the academic tendencies to focus on daily papers, magazines, etc., elements which have been considered preferential since the work of men like Alexander Andrews and Eugène Hatin at the end of the nineteenth century.

Without excluding Julio Antonio Yanes' claim that research on radio, television and Internet are more frequent in historiography, we must accept the significance of quantitative and qualitative studies about the press within critical bibliographies. In this sense, the press occupies a privileged place which has been appreciated by all those experts who have approached it in order to observe phenomena like reality formation, the creation of diverse stages of public opinion, ratification of ideologies, the generation of events and their impact on readers, etc. Finally, we want to highlight the capacity of the press to conduct itself as a substantial ele-

ment of social reality and, simultaneously, as an impulse in the process of social change.

Using this premise as a reference, the proposed paper intends to reflect upon the theoretical suitability of researches' critical approaches to the press, in order to formulate the basis for a methodology which allows us to re-evaluate the contribution of written journalism against the technological maelstrom and its historiographical trajectory, which is certain to stimulate the debate on the mediation of history and the historicism of media.

Media Evolution and the Emergence of Levels

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THAT MEDIA ARE undergoing frantic and ever accelerating development is a fact that hardly anyone would seriously deny. Given the pace with which we encounter new media technologies today, the prospect of an even faster future is very hard to grasp. The paper aims to approach the challenge that the persistent stream of new media poses on human beings by directing focus at the development patterns.

Theoretically, it takes departure in Medium Theory (McLuhan, Meyrowitz etc.) which traditionally divides the history of media and communication technologies into oral, written and electronic phases. In addition to this, the paper suggests that the media history is characterized by a development of abstraction in which the media's symbolic forms are increasingly distanced from the meaning of the content. Speech, the printing press and the internet are chosen as focal points because it is argued that they represent the most abstracted forms on each of the three media phases.

Besides that within each phase symbols for communication get more abstract, we also see that from phase to phase communication takes place in increasingly abstract structures. The intra phase abstraction concerns the relation between form and content, while to understand the inter-phase abstraction it becomes useful to operate with culture and biology as different levels of reality. Basically, media technologies are understood as part of the development of human culture that via oral communication originally emerged from biological roots. The argument is that during its evolution media has taken three kinds of gradually more abstract relations to the biological level.

With speech communication is suggested to be *causally* related to – and limited by – biology through the vocal organs, e.g. mouth. Later, with written forms we developed more symbolic and linear media enabling us to expand communication beyond our original biological range. Thus communication based on print is only *metaphorically* related to biology. Today the internet and other digital media are distributing information in much more chaotic and nonlinear seemingly without any temporal or spatial limitations. These almost life-like structures suggest an *analogical* relation to biology.

This present analogical relation between media and biology poses the question whether a new level is emerging, i.e. the idea that we are experiencing the formation of a technological level, paralleling the cultural and the biological. While it would be too far-fetched to describe technological communication systems in general as working independently there is definitely an increasing part that takes place automatically, with important examples being self-replicating computer programmes and the vast amount of bots interacting on the internet without human interference.

This can be contained in a model that echoes McLuhan's idea that an old medium (biology) becomes the content of a newer medium (cultural) and adds that a medium's effects on content goes through three phases (causal, metaphorical, analogical), leading to the formation of new media (technology). This shows a movement of abstraction between the three phases with commu-

nication becoming gradually more independent from its material base, its medium.

The Birth of a Local Radio. Making Sense of Independent Management Behavior in the Public Service Media Firm

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LOCAL RADIO WAS organized in Sweden in the 1970s. The process started with terms of reference to a Royal Commission, based on what was later referred to as a 'propaganda theory of the media'. During the process of investigation, the members of the commission were convinced that a 'system of independent local radio', with links to the existing public service corporation was the best alternative – this system was later implemented. A key role was played by management in the public service media firm, acting at times against the expressed will of its superiors, which was called 'independent management behavior'.

The study was based on an attempt to interpret this example of independent management behavior in the light of alternative theories – Agency Theory, Media Policy Theory, and Bourdieu's Field Theory. An introduction to the respective theories was followed by relating the historical example of organizing local radio in Sweden. The study concluded with a discussion of the merits and drawbacks of the different approaches in making sense of the empirical material.

Agency theory is an elegant, well-structured set of theoretical propositions, designed as an analytical tool to explain relationships between principals and agents in organizations. Ideology, methods of implicit control, and structural factors went into the analysis. Agency theory might, however, not explain management behavior fully in this case.

The specific circumstances, creating a new broadcasting structure, could be described as a media policy process and theories concerning media policy seemed to add to our understanding of the case. Identifying issues and actors, among which the management of the public service media firm was one, was a starting point in the analysis. Some versions of the theory view the media policy process as a battle where alliances are formed to increase one's own weight and to influence the final outcome, to win the battle. Seen as a battle, management was in this case successful in reaching alliances with those who carried weight in society.

Finally, it seemed useful to integrate into the two mentioned theoretical approaches Bourdieu's Theory of Fields, adding other driving forces for management behavior than economic incentives and the wish to find the best media policy solutions. Bourdieu contributed a sensitivity to what drives actors in the media arena. They seem to be motivated by a wish to expand their cultural capital, increase their legitimacy, and not necessarily (only) by the greed or power ambitions/unselfishness proposed by, respectively, Agency theory and Media Policy theory.

The History of Film Classification in Belgium (1920-2003). Results from a Longitudinal Research Project

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OVER THE YEARS, the movies have been the most attractive, popular - and worried about – of all mass entertainment media. By 1920, most Western countries had installed some form of film censorship and/or classification. Because of its wide ranging consequences for film production, distribution and exhibition, film cen-

ship has always been able to attract extensive academic interest. Recently though, the academic view on film censorship has shifted from the conception of a mainly repressive apparatus and ‘censorship as a problem’, to a more cultural notion of film censorship (e.g. Kuhn, 1988; Staiger, 1995). From the perspective of Kuhn’s ‘eventualization/diagnosis’ approach the practices of a classification/censorship board can be seen as a manifestation of hegemonic views on social matters, an idea which opened up new and exciting perspectives for film censorship research. As a result, many excellent and innovative studies have appeared on film censorship in countries like Germany (e.g. Buchloh, 2002), France (Douin, 1998), Great Britain (Robertson, 1985, 1989), Luxembourg (Lesch, 2006) and The Netherlands (van der Burg & van den Heuvel, 1991). Sadly though, Belgium’s film classification history has been largely ignored by film scholars, despite its long tradition of mutilating films.

This paper looks into the history of the Belgian board of film classification, presenting unique figures on the number of classified films, where they came from, how they were classified and most of all: which images seemed to cross the boundaries of acceptable representations and were cut in order to make films suitable for a juvenile audience. The findings presented in this paper are the result of a longitudinal research project which ran for four years and which systematically registered and analysed every classification decision made by the Belgian board of film classification (from 1922 till 2003). The presented data proved to be a valuable source for studying shifts in attitudes towards one of the major forms of entertainment, but also produced insights into the changing sensitiveness towards (in this case cinematographic) representations of violence, crime, sexuality, religion, public order and other sensitive social issues in Belgium. Consequently, our findings can be used as a broader background against which specific case studies into offensive genres, films or controversial directors can be placed. That way, film censorship/classification research forms an integral part of historical reception research and a special form of audience research.

MEDIA, HISTORY AND GLOBALISATION “MEDIA AND EMPIRE”

Infotainment and Neo-imperialism

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THIS PAPER WILL explore the usefulness of the concept of imperialism in relation to the globalization of a commercialized, market-driven mass media. In an advertisement-led and ratings conscious 24/7 broadcasting ecology, it will argue, television news is veering towards infotainment, with ‘soft news’, lifestyle and consumer journalism becoming pre-eminent. This, the paper will argue, is a conduit for the corporate colonization of consciousness and has the capacity to seriously undermine public journalism and the public sphere.

The first part of the paper will analyse how commodification of television news has been accentuated by the need to make it entertaining, forcing broadcasters to borrow and adapt characteristics from entertainment genres and modes of conversation that privilege an informal communicative style, with its emphasis on personalities, style, storytelling skills and spectacle, as well as increasingly demonstrating a tendency to circulate trivia, blending fact with fiction and even distorting the truth. The perceived dilution of news – a trend replicated world over – appears to be a dominant characteristic of television news and one that requires

critical scrutiny, given the crucial significance of television in public life.

As the epicentre of such journalism, United States has a major role in the globalization of the commercial model of television news. In the early 1980s, years before media globalization and rampant commercialisation of the airwaves, Neil Postman formulated the thesis that public discourse in the United States was assuming the form of entertainment. The very medium of television, argued Postman in his influential book *Amusing Ourselves to Death*, is epistemologically compromised. With the globalization of the commercial model of broadcasting, in most of the former communist countries, as well as in developing nations, privatization of the airwaves has opened up new territories for transnational media corporations, as the generally discredited state broadcasters have lost their monopolies, generating a debate about the ideological imperatives of a commercially driven media system, dominated by a few extremely powerful multi-media conglomerates.

The paper will argue that there is a pressing need to go beyond the debate about ‘dumbing down,’ which seems to have dominated critical commentary on marketization of television news. Infotainment, especially in its global context, entails much more than dumbing down: it works as a powerful discourse of diversion, in both senses, taking the attention away, as well as displacing from the airwaves, such grim realities of neo-liberal imperialism as witnessed in the US invasion and occupation of Iraq; the intellectual and cultural subjugation by the tyranny of technology; of free-market capitalism and globalization of a profligate and unsustainable consumerist lifestyle. In this 24/7 global cultural economy, the ‘mechanisms of television,’ which Adorno warned ‘often operate under the guise of false realism,’ are creating a false global ‘feel good’ factor, the paper will argue, predicated on the supremacy of the market as defined by the West, led by the United States.

Communication and Empire: A Critique of ‘Conventional Knowledge’ and an Outline of a New Theoretical Approach to Global Media History

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THIS PAPER EXPLORES two approaches to global media history in the period from 1860-1930: the ‘struggle for control’ versus the ‘internationalization of control’ models. The main argument is that the former approach dominates the existing literature in global media history. The paper explores why this is so and suggests that this state of affairs stems from a strong tendency in the literature to rely excessively on (1) a ‘realist’ view of international relations; (2) a very narrow conception of ‘territorial imperialism’; (3) an instrumentalist view of communications media as ‘tools’ of the state; and (4) a body of secondary literature written after World Wars One and Two that tends to reinterpret events that occurred both before and after the wars through the lens of state power and military conflict.

In contrast, this paper claims that the ‘internationalization of control’ model offers a more insightful analysis of the global media between 1860 and 1930, an era that many scholars now see as having numerous commonalities with, and as the closest predecessor of, our own times. The alternative theoretical approach presented in this paper is based on: (1) a structuralist and systems view of global political economy that highlights the interplay between liberal internationalism, nationalism and imperialism; (2) a definition of empire that consists of both ‘territorial’ and ‘capitalist’ imperialism; (3) a view of the global media system that is governed more by private capital, international law, multinational interests and differing versions of capitalist modernity than commonly assumed; and (4) greater use of corporate and public

archives, including recently declassified material from both the U.S. and the U.K., as well as a rich contemporary body of secondary literature that helps to support this view (e.g. Bayly, 2004; Harvey, 2003; Jones, 2005; Ninkovich, 2001; O'Rourke & Williamson, 1999).

The paper illustrates this 'new approach' by examining: the capital formation behind major global communications companies; how these firms and the global news agencies simultaneously competed, cooperated and created cartels in the communications and media markets of the trans-Atlantic economies, South America and China; the genesis of the 'free flow of information' principle - a bedrock feature of the United States' global communication policy to this date - in the late-19th and early-20th centuries rather than in the context of Cold War geopolitical rivalry, as usually assumed by communication and media researchers. This critique of conventional knowledge and empirical examination hopes to make a significant contribution to the study of global media history.

'At the stroke of the midnight hour': Lord Mountbatten, British Media and Indian Independence 1947

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2007 WITNESSED AN unprecedented commemoration in the British media of the 60th anniversary of Indian Independence (and the birth of the new state of Pakistan). However, how did the British media report on the actual events and issues during 1947?

The Independence of India represented the first major decolonisation of the twentieth century and this paper will focus on the key months during the spring and summer of 1947 when momentous decisions regarding the partitioning of the sub-continent and the creation of two new states of India and Pakistan were announced and then made a reality. How were these events mediated by the press? How did British political leaders seek to justify withdrawal and partition to a public who had been led to believe that India was pivotal to Britain's global power and economic prosperity? What was the impact on British public opinion and how far was there both popular and political support for these developments?

The paper will examine issues of official publicity and the role of the media in portraying an image of empire and by implication of Britain, in a precarious post war world, where imperial certainties appeared to crumble. The research is based on previously unutilised India office records, newsreel footage as well as the files of all major national newspapers and periodicals. It also involves a new evaluation of the role of Lord Mountbatten, the last Viceroy, in the process of official media manipulation. As such it offers a study of perceptions of decolonisation in the metropolitan heart of empire that is both new and innovative.

Empire, Telegraphy, and the 'Electric Divide': The Case of Australia, 1872-1902

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C.A. BODELSEN (1960, p. 84) has noted how in Britain from the eighteen sixties 'the assertion that steam and electricity have annihilated distance and thus done away with one of the greatest obstacles to the permanent unity of the Empire is mentioned in almost every book, pamphlet, or article on the colonial question.' The opening of the telegraph cable linking Australia with Britain in October 1872 added impetus to this idea of telegraphic links as

'bonds of Empire' which united British peoples across the globe. In fact, the telegraph link to Australia was, because of the very high cost of messages, highly exclusive, generating an immediately apparent 'electric divide' between those who could afford access to the early intelligence of European news it afforded and those who could not. At a New South Wales Government enquiry into the telegraph in 1873 the editor of Sydney's Evening News, Samuel Bennett, went so far as to allege that the telegraph company, in cahoots with conservative press interests, deliberately set telegraph charges at a level prohibitively high to the general public so as to preserve a 'practical monopoly' of the line to the rich 'who were able to command it.'

The British-Australian Telegraph Company, which built the cable link between Singapore and Darwin, was one of a conglomerate of companies (later known as the Eastern group) founded by the Manchester cotton magnate, John Pender. The prospectus for the British-Australian Telegraph Company indicated that its Board would comprise representatives from all the companies in the conglomerate so as to facilitate a co-ordinated service and avoid 'undue competition' The prospectus also indicated a business model based on high prices for limited traffic and predicted a return of 'upwards of 18% upon the Capital' invested (Harcourt, 1987, pp. 46). The link to Australia was established via a unilateral agreement between the Company and the South Australian Colonial Government (which then controlled the area now known as the Northern Territory) rather than through any joint decision of the Australian colonies. Initially it was thought that a second cable link might be established via Queensland but alternative proposals fell by the wayside leaving the British-Australian Telegraph Company (known from August 1873 as 'Eastern Extension') with a monopoly over cable traffic to and from Australia which lasted for the next thirty years.

This paper examines the political economy of cable communication under the monopoly which prevailed from 1872 to 1902. It examines the various controversies and political debates that arose in the Australian colonies and more widely throughout the Empire from this situation where cable communication was a private, profit-motivated enterprise over which governments had very limited influence. In particular, it considers various manifestations of informational inequality arising from variable access to international political and financial news under these conditions. It also examines colonial and imperial government policy responses to these inequalities and to perceptions that the full potential of the telegraph as an instrument of Empire remained unrealised. These responses included proposals to establish government-conducted telegraphic information services to be made available on equal terms to all, the subsidisation of press messages, and the development of alternative publicly-owned telegraphic infrastructure.

Integration of European News Markets in the Second Half of the 20th Century?

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THE PAPER WILL discuss the consequences of the political changes in the European news market, asking if an integration increased recently. The paper starts with a look back to the establishment of international news markets since the 1850ies when the telegraph was invented. And it looks to the fragmentation caused by WW II and the iron curtain in Europe afterwards. Of special interest is how the news market and the situation of the news agencies changed after the fall of the Soviet Union and the reestablishment of democratic national states in East Europe. Other questions are the role of supra-national organizations, i.e. the European alliance of News Agencies, and the activities of the international news agencies providing services in different lan-

guages. We can see that the American agency Associated Press has diversified its European services mostly. Additionally the photo agencies and video agencies will be taken into consideration with their special situation. The paper shows a mixed picture of the news markets: On the one hand a growing trend to globalization, on the other hand, particularly in East Europe, a resurgence of national news markets.

"TOWARD GLOBALISED AUDIENCES"

National Development and International Broadcasting: A historic Review of China Central Television International Service

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MEDIA POLICY GOVERNING international communication is constantly integrated into national development strategies. The structural transformation of China's international broadcasting highlights the significant impact of state on communication issues in the global context. China has enjoyed remarkable national development in the past three decades and media have been designated the role of facilitating the country's economic growth and opening up to the world. In this paper, we examine the historical development of China Central Television International Service (CCTVIS), scrutinise the relationship between state and media, and evaluate the influence of CCTVIS on contemporary world information and communication order. Scholarly study indicates that Chinese television plays a reinforcing role in economic growth since it may help build consensus and maintain social stability within China (Lee 1994). On the global level, Chinese television began its engagement in international communication in 1992 when CCTV-4, the first Chinese-English channel targeting overseas audiences, was launched.

In 2004, CCTV governors stated that CCTVIS aimed to 'broadcast beyond its own national borders'. CCTVIS has developed noticeably since and has built a global communication network featured by multi-language and multi-channel service. By December 2007, four CCTVIS channels (Chinese, English, French, and Spanish) have attracted 83.8 million subscribers worldwide. CCTVIS aims to broadcast through ten channels in Chinese, English, Spanish, French, Russian, and Arabic by 2010.

Also in 2004, CCTVIS, allied with regional television networks both inside and outside of China, initiated Chinese Great Wall Satellite Television (the Great Wall STV). As of 2007, the Great Wall STV broadcasts through 17 digital channels and has gained an estimated audience of more than one million in Asia, North America, and Europe.

The emergence and expansion of CCTVIS has been in accordance with China's national development and reflects the accelerating globalization process of the country. CCTVIS has been integrated into the country's overall opening-up policy and designated a role in facilitating China's "peaceful development" and promoting a positive national image worldwide. It is unlikely that CCTVIS will be independent from the government's control. However, the propaganda function of CCTVIS has been downplayed to serve the goal of economic development. With the expansion of a global audience, CCTVIS programming has shifted from pure propaganda to including more news and information. By the end of 2007, CCTVIS has had 18 bureaus and 43 correspondents worldwide and has been undergoing a transformation from a

state-sponsored national media institution to a market-oriented global media corporation.

CCTVIS may well affect the contemporary international communication system which is still largely dominated by Western media. In spite of all its limitations, CCTVIS represents the voice from the world's most populated developing country and adds new content and perspectives to the world socio-political agenda. CCTVIS, along with Al-Jazeera and other non-Western global media, could hasten the decline of the old world information and communication paradigm and herald an age of third-world media's increased participation in the international flow of news and information.

Healthy Competition? The Public Interest in International Radiotelegraphy in the United States, 1919-1940

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WHILE THE COZY relationship in the United States between independent commissions and the industries they regulate is well-documented (Horwitz, 1989, McChesney, 1993), in international radiotelegraphy during the early twentieth century both the Federal Radio Commission (FRC) and the Federal Communications Commission (FCC) displayed a great deal of autonomy. This paper traces the definition of the public interest from the Navy Department through the FRC to the FCC with regard to the right mixture of competition and monopoly in the industry and argues that policymakers' autonomy resulted from divisions in the industry and, more importantly, from the strategic and international dimensions of this policy area. The case reveals that, while the constraints on regulatory autonomy have received due attention, the various conditions that enhance autonomy are poorly understood.

When the FRC and the FCC began licensing radiotelegraph stations between the United States and foreign countries, they encountered a problem naval policymakers had tried to solve during the previous two decades: what combination of competition and monopoly would secure the U.S. a preeminent position in international communications? After unsuccessfully pushing for a naval monopoly of radio, the Navy Department began to advocate "healthy competition," a combination of monopoly in international radiotelegraphy and competition between radio and submarine cables. Since the cable industry was widely seen to be under British control (Headrick, 1991), policymakers were convinced that only this strategy would improve America's position in international communications.

The matter first came before the FRC and then the FCC because International Telephone and Telegraph (I.T.T.), a company involved in the cable industry, sought to improve its competitive position by branching out into the radio field hitherto dominated by the Radio Corporation of America (RCA). I.T.T.'s application for radio licenses immediately drew opposition from the Navy Department.

As the paper reveals, the FRC ignored the Navy's recommendation and approved competition within radiotelegraphy, which clearly benefited I.T.T. By contrast, the FCC repeatedly denied radio licenses to I.T.T. Although these decisions favored RCA, they were animated by broader considerations. The paper contends that the FCC shared the Navy's interest in enhancing the position of the United States in the international system, but not its strategy. Instead of competition between radio and cables, commissioners promoted the creation of a global system of complementary cable and radio links, but refused to allow I.T.T. to develop such a network on its own. Therefore, while both the FRC and the FCC helped powerful industry players, they helped differ-

ent ones and both broke with established precedent. Because of divisions in the industry and the strategic importance of this policy area, the independent regulatory commission was, in this instance at least, true to its name.

This paper relies on several collections in the National Archives of the United States and the Library of Congress to cover policymakers' deliberations during the period from the formation of RCA to the entry of the United States into World War II. For the Navy Department's perspective, the records of the Secretary of the Navy and the Office of the Director of Naval Communications have been consulted along with the private papers of policymakers. For the FCC's view the paper analyzes several decisive cases available in the FCC Report.

Community and Press Divides: The Role of the Press in Sustaining an Ethnic Enclave

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THE HISTORY OF the U.S. ethnic press reflects a series of “divides” – between “mainstream” and ethnic media, between majority and minority communities, and often between ethnic enclaves and majority-population neighborhoods. This paper focuses on one ethnic enclave, and the role of its press, in resisting destructive urban renewal projects led by “mainstream” media and politicians.

This project focuses on the notion of “place.” It examines the vibrant relationship between ethnic media and its own neighborhood, and details the way in which press and neighborhood mobilized to protect their own “place” – both geographically and culturally – within the larger metropolitan area. This work draws on the history of the *International Examiner*, a Seattle Asian American newspaper established in the mid-1970s and continuously published through at least 2006, and on its neighborhood, the International District. The research draws on general contextual histories, the first five years of *International Examiner* publications – the first 56 monthly issues of the newspaper's gestational period – and interviews with community members and with key staff members.

In the 1970s, Asian Americans in Seattle mobilized to protect and enrich the International District, the historical home to Seattle's Asian and Asian American population. Their activities became part of a larger Asian American civil rights movement, seeking redress for discrimination in the past, and fighting for equality in the present. This activism led to and happened amid the emergence of a broad-based coalition of groups united around three broad goals: (1) prevent further encroachment into the neighborhood (e.g. from freeway projects, outside developers, etc.); (2) create a more vibrant community by creating infrastructure and services; and (3) recognize the community's identity, through its history, culture, and art.

At the center of this crusade was the *International Examiner*. The newspaper's content and personnel were part of the alliance of activists who articulated why the district deserved to be protected and enhanced. This project details and analyzes the way in which this ethnic newspaper constructed a place apart – the International District – that was (1) a home to residents, services, and businesses; (2) a centralizing symbol of the civil rights movement; and (3) an enclave that represented a broader cultural heritage and identity.

Photography and Modernization in Brazilian Press

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IN THE 20TH century, mass media became greatly responsible for the dissemination of new concepts, attitudes and patterns of consumption in Brazil. The process that provided the conditions for mass media development was consolidated over the first half of the century by the rising of newspapers turned into companies and the modernization in text style and layout of these publications.

In order to modernize the country there was a strong investment in technology. The entire world was changing. New and fantastic inventions were arising each day and one of them was specially linked to the press: photography.

As a technical image *par excellence*, photography became to represent the acceleration of time, more strongly perceived from the 1890's on. The new sight that becomes to rise in Brazil in the 20th century early years was also a technological view, mediated by photographic apparatus and spread on the pages of newspapers and illustrated magazines that proliferated at the capital of the country, Rio de Janeiro.

Press played a key role in this process, by using photography and other practices to acquire the status of modernity and enlarge the number of readers, establishing a series of technological artifacts that would change the way to produce newspapers. Linotypes machines, photo machines, photochemical methods changed productive and communication processes. The newspapers became icons from modernity in a city that needed to feel itself as the symbol of a new time.

Rio de Janeiro was an irradiator pole of culture, dictating fashion for the entire nation, representing a synthesis of Brazil, not only to the “foreigner”, but also to Brazilians. The city wanted to be modern and magazines and newspapers should adopt photography, the new technique that synthesized the modern times speed, if they wanted to take part of it.

Technologies capable of providing a new dimension to temporal and spatial concepts were crucial in shaping the new world that was emerging in the beginning of last century. The world was becoming shorter and visible and the possibility of seeing faraway places and exotic figures gradually changed the perception of the other. The possibility of knowing what was happening all over the world in a few hours gradually built a new perception of space. The world became more compact. Temporality wined new dimension.

This article traces an overview of the use of photography in Brazil's capital major newspapers in the first half of the 20th century, trying to find -in photographs- reflexes of the modernization process that Brazilian society expected to live.

“Some Reflections and Cases”

Evolution of Personalization Concept since the Digital Media Was Introduced

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IN THE BEGINNING of the commercial Internet the startup Amazon.com was one of the exponents of the potentiality of communication in the virtual space. In a few months it became the biggest bookstore of the planet. It was the beginning of exploration in the personalized media field. Individuals want expediciencies that were related to their expectations. Every page was change on the fly based on the user inputs.

That was an opposite model from mass media that was based on one to many communication. Every single copy of newspaper must be the same and the reader must find some content that fits his expectations. Based on the concept of Nicholas Negroponte (1995) every piece of information will be digitalized in a process that we are observing in the last 10 years. Once the bits start to flow the platform to personalized media become more mainstream.

Through a "Personal Computer" (PC) or hipper-individual devices of access (Pellanda, 2005) as cellular phones, palmtops or e-books the presence of information in a ubiquity space is a reality. The interactions man/machine is made in point-to-point environment of social interactions that composes cyberspace (Lévy, 1999). The Internet cannot be considered a mass media as TV, Radio or newspaper even so today counts on close to a billion of people in the network. The net is a way where people have access contents and other thousands of people in individual way, it is a "Media of mass individual" as defines Castells (2006).

With this concept in mind it was studied with a work group in the University Catholic of the Rio Grande do Sul, in partnership with company HP, the possibilities of personalization of media in different languages of communication. The group studied possibilities of personalization of traditional magazines, web and mobile media.

Since the last 10 years the traditional media, like newspapers and magazines, was struggling to survive in the digital environment, so the group tries to find answers to make a co-existence possible. It was developed a magazine that is based on the users opinion and processed in software provided by HP that create a possibility to generate a unique copy for each reader.

After that was analyzed how was the reading experience and if the initial target was acquired. In that way we can look back and see what is the DNA of each media and try to find a new perspective for digital convergence.

The point of this text is to make a historical perspective of the last 10 years and try to understand how individuals could have access to content that is more close to their necessities. Also, this work will discuss the traditional model of mass media together with personalized one to provide some perspectives of the relevance that each one could be applied.

The Reading of the Time in Space. A Reflection about Culture and Memory in Media

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The accumulation or increase of diverse temporalities is what defines the modernity of a place. This ideal of accretion corresponds to a certain desire to write or read time in space: past does not obliterate present out of the whole, and tomorrow begins to roll out.

The statement by Marc Augé (2006:101) in the work titled *Supermodernity: From Today's Technological World to Tomorrow's Fundamental Challenge*, is pivotal to this reflection. Like a palimpsest¹, the current times are understood to be evidence of a history of media which began long ago, was influenced by culture-driven adaptations and which creates another relationship with time and space and with memory itself, thus directly influencing complex individual identities.

This scenario includes certain historical events related to the media in addition to its relationships with society as evidence of a construction which has produced a context marked by individualization, and which produces networked content through itself. This paper is intended to investigate some significative events in the history of media consolidation in order to collect evidence capable of describing the features which today build the relationships

of media within society. Such path has left marks in culture and memory alike.

Augé (2006:100) describes the existence of two paradoxes while exploring subjects such as globalization, uniformization and even homogenization. This planetarization coexists with claims of singularity and of local identity which greatly differ in terms of form and rank among one another; "... as a whole, each one can fortunately arrive at the conclusion that the world is definitely not under the mark of consistency, while at the same time feeling a sense of uneasiness at the chaos and violence birthed out of the identity madness." In accordance with the anthropological observation, which is always bound to a certain context, Augé (2006) states that today context is seen always on a planetary level, even in more isolated groups.

Preservation of memory and the strategies underlying such preservation are highlighted by Mitchell (2006), who quotes the example of recordings and the technological changes that ensued from this technology. Originally, the human memory was the one and only medium; such is oral tradition, the direct transmission from one human memory to another human memory. The development of writing and of printing and recording technologies fulfilled this role, now largely accomplished by digital electronic recording. The essential difference as far as digital media recording is concerned, in the author's opinion, lies in that there is no need of physically transferring memory artifacts. It is coupled with telecommunications in this "awesome" manner which induces such kind of portable memory condition.

Through observation of history, this text aims at providing a reflection on the influence of the changes in media and its implications to society memory, taking as a theoretical groundwork the thinking of Augé (2006), who reflects about planetarization and individual identity. This reflection also draws on concepts formulated by Mitchell (2006), who describes a kind of memory that extends beyond the human condition, from oral tradition to electronic records. It is understood that at the crossroads where these two thoughts meet lie the influences and marks left by culture.

Reading Postcard-Pictures: Examining Local Identities in the Context of Global Media

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Illustrated-postcards belong to a time in which communication meant also a type of calligraphic exchange. They are contemporary of photographic image. Postcards are to the history of epistolary writing what weblogs are to the history of cyber-communication. Considered from different points of view as production and marginal means of communication, illustrated cards comprise an extremely rich universe of representations.

It could be said that postcards provide one of the most important visual inventories since the end of the 19th century. Many categories of pictures may be identified when looking at them, as there is a wide range of registers on various topics: cinema, architecture, fashion, advertising, humour and, certainly, not less important, political issues. It would be inaccurate not to recognise that this particular instrument of communication is an expression of Modernity, because they are tightly linked to modern cultural industries. That's why it would be quite wrong to ignore them when aiming to write the history of visual arts and image or when aiming to think over the relation between traditional and digital media.

There is a generally held belief that postcards are a kind of marginal media. However, for many decades they were one of the most frequent means of communication and way of sharing images. "The postcard", explains Tom Phillips, "was the phone call of the early part of the century, the mode of making arrangements,

placing orders or just keeping in touch". Their interest is, nevertheless, not closed only in the interpersonal sphere. The truth is that, as many other visual arts, postcards were also taken over by ideological movements and governments. Given that the golden age of postcards coincides with many dictatorial regimes and changes in forms of governing in many European countries, illustrated cards are also a key source of understanding how image was used for propaganda purposes.

Looking at some Portuguese cards of different political periods, we aim to find answers to the following questions: How were postcards used for political goals? What national identity have they represented and which country became visible to the world? What kinds of popular culture were they symbols of? Which local image did Portuguese postcards send off to the world? Could they contribute to lessen asymmetries between Portugal and other countries in political, social and cultural terms?

British National Press Coverage of the Spanish Civil War

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THIS PAPER WILL present findings from a major investigation undertaken by the author of British news media coverage of the Spanish Civil War, and due to be published as an Edinburgh University Press research monograph in November 2008. Based on five years of research funded by the Economic and Social Research Council, the paper will provide a detailed quantitative and qualitative content analysis of British press coverage during the war, highlighting how the evaluative and interpretative dimensions of British press coverage altered as the conflict unfolded. It will be argued that the complexity of British press responses to the war and its diachronic dimensions have been insufficiently appreciated in the existing historical literature. The paper will also provide an analysis of the historical conditions that produced these significant interpretative and evaluative changes.

Berne Buster: Canada and the Berne Convention, 1887-1908

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THE BERNE CONVENTION for the protection of international copyright was established in 1886 and continues to act as the cornerstone of international copyright protection today.

Canada quietly joined the Berne Convention in 1886 as a British colony, but spent the next twenty years attempting to denounce the treaty. This paper draws on extensive archival research to examine the furor that resulted when Canada committed to international copyright protection at a time when the United States did not recognize copyright in foreign works and when American printers were legally able to sell unauthorized reprints of British books in both Canadian and American markets.

My analysis will link Canada's attempts to denounce the Berne Convention to larger trends in Canadian trade policy and nation-building. While I will examine Canada's position from the perspective of dependency theory and the imperialist ideologies that drew Canada into the Berne Union, I will also make note of the power Canada held to influence the direction of international copyright norms. My notion of power, here, will draw on the work of John Braithwaite and Peter Drahos in *Global Business Regulation* (2000), which in turn draws on the work of Bruno Latour.

I will argue that Canada's position, as a British colony, at the periphery of the international copyright system meant that Cana-

da was unable to influence the formation of international copyright norms, unable to exact its own withdrawal from the Berne Convention, and was prevented by Britain from taking independent action to promote a domestic printing and publishing industry. The Canadian market was, in effect, reserved for British and American publishing houses. However, Canadian printers and publishers were eventually able to enroll the Canadian state into a project that would later lead to key concessions in international copyright norms that would take greater account of the Canadian position.

OTHER AREAS "PRESS, JOURNALISTS AND POLITICS"

Ben Yehuda, A Hebrew Journalist in Paris, and the "French Model" of Journalism at the End of the 19th Century

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FEW HEBREW JOURNALISTS have attracted as much attention as Eliezer Ben Yehuda, both in his lifetime and thereafter. Among others, he was recently designated as "personality of the year 2008" by UNESCO, marking the 150th anniversary of his birth in 1858. But most students of his prolific output (1879-1922) have focused on his highly innovative work in the area of the Hebrew language and national renaissance. However there is a less known body of some thirty articles published in the Hebrew press written in Paris, before Ben Yehuda settled in Palestine in 1882, including a series of eight "political" articles dispatched by him from Paris to the Jerusalem *Havatzet* newspaper. This work of Ben Yehuda, as Paris foreign correspondent for his Palestinian newspaper, can be viewed by historians on two levels: a description of international events juxtaposed with current domestic social and political conflicts in France, and the shaping of Ben Yehuda's thought as expressed later in his life. But our main interest, as press historians, would be to discover his encounter with the French press of the 70s and 80s of the 19th century which led to a "critical assimilation" of the "French model" into the "Press Empire" he later created in Palestine. Ben Yehuda's journalistic career started in Paris, where he arrived in 1878 as Eliezer Elianov. Having attained a secondary education in Russia, he wanted to study medicine in France, but finally became a teacher. He struck up a friendship with the correspondent of the Russian paper *Ruski Mir Cheshnikow*, and through him became acquainted with politicians, social figures and Paris local and foreign journalists in this decisive period of shaping the modern French journalism and freedom of the press, as well of hard tests for the Republic that he defended, drawing parallels to events in the history of Jewish people.

Printers' Widows, Social Reformers and War Correspondents. Women in Early Journalism in USA, Russia and Finland

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THE PAPER COMPARES the history of the first female publishers and journalists in the US (Beasley & Gibbons; *A Documentary History of Women and Journalism* 1993, Patricia Bradley; *Women*

and the Press 2005), Russia (Barbara T Norton; *An Improper Profession* 2001), and Finland (Zilliacus-Tikkanen 2005).

In all three countries women have been present in printing and publishing more or less from the start, although few in number. Widows have taken over the businesses after their husbands at least in Finland and the United States. The climate has been quite hostile to women in all three countries, and there have been obstacles for female careers, such as few opportunities for education and prejudices in the newsrooms. Women have not been paid the same salaries, nor had chances for promotion. The main motive for work in the press has been the need to support themselves, children, and sometimes husbands.

The development of the possibilities for women has not been linear, in the early period of the press there was less regulation and organization, which in some cases meant fewer obstacles.

The pioneer women were quite brave, many women travelled and several of the American and Russian female journalists even worked as war correspondents. The reporting by female journalists was often related to social activities, such as nursing near the front, or founding orphanages (Furuhjelm). In the 18th and early 19th century journalism was seldom a profession of its own, journalistic activities were part of general social activism, such as literary salons (Tur, Panaeva, Runeberg) or fictional writing.

Due to the extensive travelling done by the pioneer women there were international influences. Also the movement for female suffrage was driven by cross-national contacts. John Stuart Mills *The Subjection of Women* inspired women across borders. An important prerequisite for the international influences was that knowledge of languages was included in girls' education, even before any formal schooling was offered.

War as a Seedbed for the Rise of Popular Press: The Case of the Evening Newspapers in Israel

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THE OBJECTIVE OF this article is to trace the effect of war and the special needs and circumstances it arises on the development of popular press. In order to investigate this topic we focus on the case study of the newspapers that flourished in Israel during the War of Independence in 1948.

The popular press in Israel was (and still is) a sort of rare hybrid when compared to such press throughout the world. Though these papers were published in tabloid format, their first pages were devoted to political and economic issues, something that is generally characteristic of "serious" (or elite) journalism, and also included literary and art reviews. In addition, the literary style of the articles and reports was generally of a higher level than is customary in tabloids.

The central research question is: What led to the appeal and success of the popular press precisely during the period of war and hostilities?

The answer lays in a combination of several factors: the needs of a populace that was hungry for information during wartime; professional initiatives of journalists and newspaper editors; and competition between the papers that forced their publishers to identify the tastes and needs of their readers and provide products that meet them. To these may be added a few secondary reasons and factors, such as the economic prosperity following World War II and the increase in the Jewish population.

However, it seems that the major reason for the success of Israel's popular press resulted from its ability to create a narrative that adopted the dominant values of the Jewish community in Palestine during the pre-state period (first and foremost the Zionist ideological objective of creating a Jewish national home in

Palestine) combined with popular elements (including style and language).

The Mourning Press in the Morning of Reforms: The Impact of Two Great Political Changes on Iranian Press

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THE PRESS HAS played an important role in two periods of history in contemporary Iran; the first was the Constitutional Revolution in 1907 and the second was the Presidency election in 1996; when Mohammad Khatami was elected and the election was known as saga of 2nd Khordad. The essence of both changes has been reformist. Both two great modifications have two consequences for Iranian press. 1. The number of newspapers and magazines increased significantly and the elite utilize the press to communicate with the society in order to express their ideas and thoughts. 2. Governmental closed frameworks make strict limitations on the press and constraint them almost wholly.

The first generation of Persian press was published by the Iranian aware elite outside of Iran in India, France, England and Turkey. Regarding to this fact that there were no other means of the media in that period of time, the special role of this kind of press has been crucial in awareness of Iranians about the new concepts in modern world and modernity. The constitutional Revolution caused the number of the press increased from 6 to approximately 100.

After the Presidency election in 1996, not only did the number of reformist press speed up remarkably but also they found the appropriate opportunity to publish articles about basic Iranian problems and the solutions which the Western World has found for them. Moreover, there were emerged a new generation of interested and serious journalists who obtained new chance to experience the free environment for playing historical role of the press as the forth base of democracy.

Investigating the similarities and differences of these two periods of historical time for Iranian press, this paper will examine the political situations of those times and the consequences of Government decisions in constraint them. Besides, the content of the articles and editorials of the most influential newspapers and pioneers of these time will analyzed, because the articles are the genre in newspapers which journalists and elite have directly expressed their personal ideas about the current affairs. Indeed, analyzing the content of articles and editorials can reveal the similarities and maybe the differences of Iran's thematic problems in the elite's words.

Euskaldunon Egunkaria Newspaper: Testimony of Basque Identity

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ON 20 FEBRUARY 2003, Juan del Olmo, a judge in the High Court in Madrid, decreed the closure of the *Euskaldunon Egunkaria* newspaper on the grounds that it formed part of the "apparatus of ETA". *Euskaldunon Egunkaria* had been in circulation for twelve years, and was the only newspaper wholly written in Basque in the world. The authors of this work maintain that *Euskaldunon Egunkaria* was a standard European newspaper and an outstanding witness of and actor in Basque culture. The authors endorse this statement by providing both quantitative and qualitative data originating from three studies: an analysis of 100 news items

appearing on the paper's front pages, a compilation of quality indexes, and an in-depth examination of the 3,789 issues published. This has led them to the view that the closure was an unjustified attack on freedom of expression.

"MEDIA STORIES IN A CHANGING SOCIETY"

The Falklands Conflict: A Case Study in the History of the Reporting of War, With Notes to the Present

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IT IS NOW a quarter of a century since the Falkland's Conflict in which Britain fought with Argentina over the governorship of the Falkland Islands (Malvinas). Although all wars have unique characteristics, the Falkland Conflict threw into sharp relief many of the cardinal questions pertinent to conflict reporting to this day; namely, the role of the journalist from a participatory country to a conflict, the transmission of information, dependency on military sources, dependence on military for protection, control of information, reception of information and political dissension, and public acceptance of media performance.

The paper will draw on interviews made with all the journalists who accompanied the British troops to the South Atlantic, as well as the interviews made with all the government press officials (minders) that accompanied the journalists. Interviews made with defence correspondents in England, Ministry of Defence Officials, and the Prime Minister's – Mrs Thatcher – Chief Press Secretary will also be drawn upon. Some of the data from our national representative survey of the public's response to the media's coverage of the war will be presented to illustrate disjunctions and tensions between journalistic accounts of events and the public expectations of performance.

The central theoretical frame of the paper, developed from the empirical collection of accounts of performance by the journalists covering the conflict, is that of the social construction of meaning. That is, of how the meaning of death and the construction of values drawn from a civilian's setting of reporting were replaced by a military construction of meanings and understandings. This theoretical frame adopted is not to be confused with theories of identification, but rather is akin to the writings of Berger and Luckmann on the social construction of reality. That is, it will be shown that it was not so much a case of the journalists identifying with the troops that influenced the manner in which the war was reported, but of them making sense of a reality that included organised death to produce a very similar construction of reality to that of the military. The paper will show that the process of making sense of the new reality faced in the closed battle theatre of the Falklands forced a move on the part of the journalists away from the traditional role of observer of events to emotional participation in the unfolding of events. The paper will discuss the consequence of this for the reporting of the war, and will also examine, drawn from the survey data, the public's reception of how the war was reported. It will also present the government's response to how the war was covered.

The final part of the paper will, if only briefly, discuss the 'lessons to be learnt' from our detailed study of the reporting of the Falkland's War that have relevance to contemporary sites of conflict.

News of the Xin Sheng Incident: A Turning Point in the History of Modern Chinese and Japanese Journalism

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This paper investigates some significant differences between Chinese and Japanese journalism which developed during the 1930s through an analysis of newspaper articles about the Xin Sheng Incident. This was a press freedom incident which occurred in Shanghai in 1935. Xin Sheng was a short-lived weekly magazine published in Shanghai. It published an article entitled "Idle Talk about the Emperor" which criticized the emperor of Japan. The Japanese government protested to the Chinese government about the article, and as a result Xin Sheng was forced to close down. The two key questions addressed in this paper are as follows: how did the newspapers in each country describe the incident; and how was this reporting related to the social and political background of the incident? Correspondingly, this paper is composed of two parts. Part one analyzes the representations of the incident in the Japanese and Chinese press, especially focusing on the choice of topics and the attitudes about emperor that were expressed. Part two examines the social and political environment in the 1930s in each country, particularly the rising tide of militarism in Japan, and the uplift of nationalist sentiments in China. This paper argues that the Xin Sheng Incident was a turning point in the history of modern journalism in both China and Japan. After the Xin Sheng Incident, the Chinese government established new laws to strengthen media control, while in Japan most of the media became propaganda tools of the military authorities.

Media, Politics and Social Mobility: Journalism as Political Activity and Access to Power

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FUNDAÇÃO GETULIO VARGAS, BRAZIL

WITH THE WIDENING of socio-political mobility in the contemporary democracy, journalistic activity increases and diversifies its forms of exerting political influence. Not only the communication vehicles tend to freely and legitimately assume an institutional and political role. Journalists and men of communication themselves benefit from their social prestige and visibility for the development of successful political careers. In this article we investigate the historical evolution of the mechanisms of access to power open to the men of communication in 20th Century Brazil: a young democracy where media assumed a decisive institutional role, possibly not equaled in other contemporary democracies.

The History of British Cinema Advertising 1896-1955: A Report on a Pilot Study of the South Wales Market in the 1930s

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THE HISTORY OF cinema advertising – paid-for promotional communication that is screened as part of a cinema programme at an exhibiting venue - remains largely unwritten, at least in Britain. Yet between 1896 (when public performances of films began) and 1955 (when commercial television was launched), cinema was the only outlet for screen advertising in Britain.

Cinema advertising in Britain dates from 1899. In its earliest form, it comprised slides bearing messages and still images that were projected onto the screen. This continued as the dominant means of advertising to local audiences for many decades, even though international advertising agencies like J. Walter Thompson had started producing moving-image advertisements for UK cinema audiences by the 1920s. Also from the 1920s, some large private and public corporations (for example, Shell, the Empire Marketing Board and the General Post Office) maintained in-house units to create publicity films for theatrical release. It is the output of the latter that has attracted the interest of film historians, who tend to focus on its formal qualities, its institutional context or its contribution to the *oeuvre* of a particular director or 'movement'. Less attention is given to the promotional objectives of a sponsor or to the contexts in which the film might be viewed and received by cinema audiences. There is no acknowledgment at all for the more mundane advertising that used to be a mainstay of local cinema fare and is still a regular part of the programme that precedes the screening of the main feature at provincial multiplex cinemas.

In an attempt to fill the gap in knowledge about the subject, the proposed paper will report on a local, period-specific investigation of cinema advertising in industrial south Wales in the 1930s that is

being carried out as a pilot for a more extensive study of the history of cinema advertising in Britain. By means of film and other documentary archive retrieval and analysis, the study will identify the institutions and processes whereby advertising slots were developed and sold across cinema chains and in local presenting venues (including film clubs and workers' institutes).

During the period in question, south Wales experienced severe economic depression and significant outward migration and depopulation; at the same time, an enduring politics of language-based nationalism was established (English and Welsh being the languages at issue, although this land of migrants was familiar with many tongues). Despite this, the region participated as enthusiastically as other areas of Britain in the cinema boom occasioned by the coming of the 'talkies' and the programme of 'picture palace' building. Even the miners' institutes were able to survive as an alternative circuit for the production and presentation of radical and experimental film. Meanwhile, brothers Ernie and Charles Pearl, the co-founders (in 1953) of Pearl & Dean, which was to become the dominant player in the sale of advertising slots in cinemas across Britain and beyond, were able to establish their business by selling advertising and commercials in Cardiff (now the capital city of Wales) in the 1930s. (...)

International Communication Section

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International communication section Media industries, global mergers and circulations

The Ibermedia Program: A multinational film strategy

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THE HEGEMONY OF the US film industry has driven most Latin American nation-states together with Spain and Portugal to a joint venture of film coproduction. The Ibermedia Programme is seeking since 1997 to establish permanent mechanisms for film financing, co-producing and distributing feature films, as well as for stimulating the development of new projects and training. Its results are very successful artistically and commercially.

This paper is significant because it focuses on the creation of an Ibero-speaking (Portuguese and Spanish) audiovisual space. The main research questions are: 1) Is this development programme the expression of a cultural and political purpose to counterbalance the weight of the English-speaking cultural industries both among the Spanish and Portuguese speaking countries? 2) Is Ibermedia the sign of a shift in international cultural relations leading to the formation of geo-linguistic blocks or regions? And 3) To what extent are linguistic matters becoming currently relevant in the dynamics of contemporary cultural industries?

This research applies mainstream conceptual frameworks about the functioning of the moving image industry in a context of globalized trade and competitiveness which favors the increasing hegemony of the US major film distributors (Miller 2005; García-Cañalini 2004; Yudice 2002), and threatens cultural diversity (Mattelart 2006; UNESCO 2001). It takes into account not only the linguistic dimension of this issue, but its thematic and ideological aspects both worldwide and amidst Spanish-speaking areas.

The paper will input first-hand information about Ibermedia's functioning as well as statistics. It will also glimpse into the film production of some Latin American countries (Peru, Chile) also to evaluate how has Ibermedia favored its development. Moreover, it will speculate about Spain's European cultural strategy, which aims to give this country the main role in Europe-Latin America relations.

Selling slavery worldwide: On the global popularity of *Roots* and industry percep- tions of Race

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THIS PAPER RECONSTRUCTS the history of the international distribution of the US miniseries *Roots* (1977), focusing especially on the popularity of the miniseries in Brazil, Germany, Hungary, and Nigeria. The paper has two related purposes: first, to reclaim the history of international trade in African American drama, which industry insiders today see as incapable of worldwide appeal; second, to demonstrate how prevalent industry lore at the time was changed by the success of *Roots* abroad and the ways in which these changes shaped and were shaped by political-economic forces and conventional industry practices at the time.

Specifically, this case reveals how particular institutional and technological formations—especially nationwide public broadcasting in Europe and increasingly expensive commercial television production in the US—facilitated the worldwide circulation of particular kinds of representations, as well as the development of a

dominant industry lore that ignored the racially-specific elements of *Roots*' worldwide success in favor of explanations that facilitated the sale of white historical miniseries abroad. In addition to demonstrating the crucial role that industry lore plays in shaping programming flows and business practices, the paper also shows how unexamined assumptions among industry insiders about race, culture, and history form the basis of much of industry lore.

The choice of territories listed above provides a wide range of responses to the miniseries. In addition to newspaper account of the miniseries in each of these territories, I have consulted the personal papers of *Roots* producer David L. Wolper and numerous trade journals articles. Methodologically, this presentation compares explanations of the miniseries' success in specific territories with industry discussion of why the series was successful, and what lessons industry insiders learned from that success. My argument is that industry lore filtered out a variety of explanations for the miniseries' success abroad, keeping only those aspects that served the economic and cultural interests of US industry executives. This industry lore, then, shaped perceptions about what kinds of programming could and could not cross national cultural borders, and continues to shape industry perceptions to this day. However, in filtering out many of the explanations for the popularity of *Roots* abroad, industry lore ignored a variety of potential cultural homologies between international communities, especially communities of color. This presentation is part of a larger project that seeks to reclaim and theorize those cultural connections that the worldwide popularity of *Roots* pointed to, but that were—and continue to be—ignored by dominant industry lore.

Globalisation and outsourcing

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Outsourcing is a fast growing transnational labour form. With high-speed communication technologies workers based in one part of the world are able to perform work far away. Companies increasingly outsource particularly voice-to-voice services to countries with lower wages. This practice could also be called virtual migration, since the labour skills are migrating but the bodies stay at the same place. Hence there is no actual migration taking place and the workers are forced to deal with two countries' economic and social circumstances simultaneously.

Critics of outsourcing argue that the more integrated an economy is into global concerns the more vulnerable people's social world will be. Healthy working conditions, like working daytime, will be put aside due to the overall goal to increase profit, creating new forms of inequality. But the proponents are not worried since in the long run the economy will get stronger as a consequence of outsourcing and then create a larger welfare. And avoiding or disengaging in this global labour practice is not really an option, either for the companies using outsourcing or the employees. The world economic system is expansionist by nature.

Although outsourcing is a global practice, and hence would overcome national barriers, it seems to favour national conditions. Employees in for instance India working for US companies are required to undergo accent training before they are allowed to take calls, even though they already speak English. They are also often told to mask their geographical location with different strategies, such as using Americanized pseudonyms. Hence global capitalism seems to privilege national origin rather than education or intelligence. There is also a growing awareness among the customers in Western countries that when they call a customer service office, the phone might ring in another continent. Debates concern both the necessity to engage in a global working ethic based on universal human rights, and a fear of losing jobs to countries in the Third World.

The paper will sort out theoretical discourses about outsourcing, both how they take shape in countries beneficiary of out-

sourced jobs, and in countries shipping them away. It will also look in to the global/national issue. There has been a lot of research about this, especially regarding US companies outsourcing jobs to India. Less attention has been given to European countries using other parts of Europe as a platform. In the paper some examples will be given from an ongoing research project concerning a Swedish call centre located in Latvia. The Baltic States are growing as a call centre market for countries nearby, since the closeness remove some of the cultural barriers. Other issues than in the US/India case will be more relevant in the Sweden/Latvia case. For example the dilemma with working night shift due to different time zones won't exist, although the language barrier still might pose problems.

Historical and contemporary perspectives on global media in Asia

The Press Union at the end of empire: an analysis of Asia-Pacific (Indian, Australian and New Zealand) involvement, 1946-1961

DENIS CRYLE
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THE AUTHOR WILL begin by providing an overview of the post-war contexts in which the Empire Press Union became the Commonwealth Press Union and offer an assessment of its regular five-yearly conferences from 1946 to 1961.

In keeping with the IAMCR conference theme, the paper will document the extent to which pre-war hierarchies were sustained or modified with the decline of empire and the advent of international bodies such as the United Nations. How did these post-war changes and the power blocks which emerged affect longstanding member countries such as India, Australia and New Zealand on fundamental issues such as freedom of information, journalistic ethics and international communication?

The author has published extensively on the Press Union as part of an Australian Research Council grant with Dr Chandrika Kaul of St Andrews University, most recently in *Media and the British Empire* (Kaul, 2006). The above authors are collaborating on a co-authored history of the Press Union from its inception in 1909, focussing on India, Australia and New Zealand.

China Soft

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AS CHINA EMERGES as a superpower, it is concerned about its image in the world. The Chinese government as well ordinary Chinese are concerned about the way their nation and people are portrayed by overseas media. Media savvy Chinese are aware that China does not have the capacity to project preferred images in the West for two reasons: Chinese media does not penetrate western society and western media has a predilection for negative spin, even in relation to their own domestic news. China is dealing with its media diplomacy deficit in the west by beefing up its media operations and content, and skilling up its media personnel as well as its public diplomacy capacity through training. It is expanding its policy development manpower in this area through doctoral research projects in areas of national branding and public diplomacy. Additionally it is employing a calendar of major events such as the 17th National Congress of the Chinese Com-

munist Party (CCP) that elected the new 9-member Standing Committee of the Central Committee of the CCP on October 22, 2007 and the Long March Lunar launch of October 24, 2007, for the projection of progress in economic, technological and social modernisation. The upcoming Beijing Olympics in 2008 will be a coming of age of China as a soft superpower, symbolised by the quintet of cuties, Beibei, Jingjing, Huanhuan, Yingying and Nini, the official Beijing Olympic mascots.

The paper will first discuss soft power drawing on international communication and international relations theorists (Arquilla, Beer, Botan, Harriman, Nye, Ronfeldt, Burton, Kissinger), a prominent Taiwanese feminist discourse (Lu) and the thought and commentaries on the thought of Macchiavelli and Confucius. The paper will counterpose the thought of Machiavelli and Confucius, in dealing with its second objective of discussing the semiotics of Chinese soft power and discourses on power, as portrayed by the ancient and modern architecture of the city as well as the political rhetoric of Confucius and the Communist Party leadership, respectively. Third, the paper will discuss the audio-visuality of Chinese power on the web, in quantitative and qualitative terms, reflecting on whether China should be hard nosed about negative images in western media. The paper will look comparatively at the Chinese (quantitative) presence on the web on YouTube, Google News, Google Images and Google Web as well as discuss the semiotics of selected YouTube videos. The paper will be of value to both Chinese and Western public diplomacy establishments in understanding China's options and outlook in developing its soft power capabilities and soft image.

Globalization with an Asian accent

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THIS PAPER AIMS to contribute to the continuing debate in international communication studies on the imperatives for broadening discourses about globalization of media and communication, going beyond what British historian Niall Ferguson has called 'Angloblization.'

The paper, based on the author's forthcoming edited book on internationalising media studies, will argue that there is a pressing need for innovative research methodologies that fully take account of regional and national specificities, as well as pedagogic necessities warranted by the growing internationalization of students and researchers and unprecedented growth of media in such large Asian countries as India and China.

Given their size and growing economic and cultural presence on the world stage, these two Asian giants, the paper will argue, are set to challenge conventional frameworks for the study of international communication: India with more than 40 news channels (unrivalled by any other country) has the world's most linguistically diverse media landscape, while China is soon to overtake the US as home to the world's largest blogger population. Their combined impact, aided by the most extensive global diasporas, the paper will argue, is likely to create globalization with an Asian accent.

Asian media development in the 21st century

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FOR SEVERAL DECADES, Asia was a region where international media flow between neighbors was scarce. After the Second World War, the region was divided into either communist or capitalist blocs, cutting off from each other. The historical baggage

from Japanese colonization, the Korean War, and the Vietnam War continue to linger on in the region. It also consists broadly of three different groups of countries along the line of religious influences: countries that share Confucian teachings, countries under strong Hindu and Buddhist influences, and countries where Islam is the dominant religion. Moreover, Asian countries were too busy focusing on nation building and economic development to promote cultural exchanges with each other. In their research on television program trade in East Asia as of 1989, Waterman and Rogers concluded that "countries of the Asian region as a whole have a relatively low dependence on imported programming, and a relatively very low dependence on intra-regional program trade". Against this backdrop, a regionally common, if any, popular culture was arguably American pop culture.

In recent years, however, we have seen an increasingly active media flow in Asia. More television dramas, films, and pop music from South Korea, Japan, China, and other countries are consumed in their neighbors, and co-production between these countries is in vogue. What is notable is that Korea, the country that used to be considered a "backwater" in terms of popular cultural production and international exchanges, has become a regional powerhouse of pop culture. Encouraged by Korea's recent success in cultural production, Japan, with its strength in animation, renews its campaign to revive the local cinema industry. China is also promoting its cultural industry's export capacity. This paper argues that these changes in Asia are not isolated from the global order of media development. By situating the rise of Asian media industries in the history of global media development and cultural flow, this paper will further explore the concepts of media and cultural globalization.

'Exporting' Chinese media and culture in the age of globalisation

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AS CHINA'S ECONOMIC growth is accelerating and its political influence in Asia, Africa and other parts of the world is increasing, the government has launched an ambitious plan, the so-called 'Going abroad' project (zouchuqu gongcheng), in order to promote Chinese media and culture outside the boundaries of the Party-state.

'Exporting' media and culture from China seems to suggest the possibility of contra-flows of news and cultural products from a developing country to the developed world (Boyd-Barrett and Thussu, 1992; Thussu, 2000/2006). As the 'Going abroad' project has important implications for China's foreign policy, cultural identity, national security, public diplomacy and 'soft power', it therefore deserves further investigation.

This paper aims to contribute to a better understanding of China's attempts at 'exporting' its media and culture. In order to do so, it will explore the following broad questions: To what extent can China succeed in exporting or internationalizing its media and culture in an increasingly commercialized environment? To what extent is the international expansion of Chinese media and cultural initiatives driven by considerations other than making profits? How different is China's media/culture exporting plan from the objectives identified in the 'propaganda model'? What are the implications of the case of China for international communication studies?

Based on in-depth interviews and documentary research undertaken in Beijing and Shanghai from 2006 to 2008, this paper will focus on the national television broadcaster, China Central Television (CCTV), Shanghai Media Group (SMG) and Confucius Institutes.

The preliminary findings of this research suggest that the implication of the international expansion of Chinese media and cul-

tural initiatives under the 'Going abroad' plan fits better into the 'propaganda model' than into the globalization paradigm which emphasises the decline of nation-states. The analysis indicates that the international economic integration has enhanced, not weakened, the capacity of China to mobilize its media and culture resources, either for the purpose of resisting the western media and cultural influence or for the aim of self-projection. However, such state-empowered efforts still fall short of posing any significant challenge to the global dominance of western media and cultural corporations, as they remain largely politically or ideologically motivated, and perceived so outside, and lack economic competitiveness.

National and international newswork

"The story of a lifetime": CNN journalistic role conceptions during the Indian Ocean Tsunami

KRISTINA RIEGERT
SÖDERTÖRNS HÖGSKOLA, SWEDEN

THIS PAPER TAKES the perspective of the journalists who covered the Indian Ocean tsunami catastrophe, focusing especially on those working for CNN International. It begins by describing the special culture of CNN as a journalistic enterprise, i.e. the implicit and explicit assumptions about the organisation's purpose, goals and functions. (Volkmer, 1999; Küng-Shankleman, 2003). It then turns to interviews with and accounts by CNNI journalists who covered the tsunami, discussing what resources CNN devoted to the story, who their perceived audiences were, how they dealt with tsunami victims, and how their reporting in this crisis differed from other crises. Of particular interest is the way that CNNI journalists saw their role and how this compares with research on Swedish journalists' experiences. The results point to changes in the traditional journalistic role from that of objective witness to that of crisis manager, as well as differences in the way transnational and national news journalists saw their roles regarding the appropriation of responsibility regarding rescue efforts.

Journalistic culture in government and privately-owned media organizations in Egypt: A comparative analysis

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PERHAPS THE MOST significant development of the last decade in Egyptian journalism is the trend toward privatization of mass media, toward more decentralization in news production industry and toward more conflict between journalists who struggle to achieve an independent, pluralistic, responsible and free press and the state which struggles to maintain control over journalism, to suppress the voice of private-owned journalism and to defend its position and existence.

The free flow of information through satellite television, online journalism and communication technologies profoundly affects the journalists' culture of the journalists serving in both the government-owned newspapers, radio stations and television channels and privately-owned media.

"The international journalism research has produced much evidence in support of the view that the onward march of globalization coincides with a convergence in journalistic orientations and practices. The traditional ideals of objectivity and impartiality seem to dominate many newsrooms across the globe, and one can find

many similarities in professional routines, editorial procedures, and social process in diverse countries" (Hanitzsch, 2007, 367). Similarly, the dominance of global media and its ability to influence the culture, practices and ideologies of the Egyptians journalists have made it possible to reduce the journalistic culture differences and maximize the commonalities among journalists working in different journalistic environments. This article is based on a comparative analysis of the perception of journalists of the government and privately-own media organizations.

In conceptualizing the differences in professional orientations and practices in journalists, researchers refer to a considerable array of concepts, including "journalism culture" (Campble, 2004, Gurevitch & Blumler, 2004), "journalistic culture" (Deuze, 2002), newspaper cultures (Knott, Carroll & Meyer, 2002), or the "culture of new production" (Schudson, 2003), to name just a few. All those concepts are widely used and serve multiple purposes. They are employed to capture the cultural diversity of journalistic values and practices, and they sometimes suggest an all-encompassing consensus among journalists toward a common understanding and cultural identity of journalism (quoted in Hanitzsch, 2007, 268).

Data were collected from 100 Egyptian journalists who represent 20 media organizations through a standardized questionnaire to test the variations and commonalities among different Egyptian journalistic environments.

Countering global news imbalances? Al-Jazeera English as a global contra-flow

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THE RAPID GROWTH of the non-Western satellite channels has revived the academic debate on international news flows and contra-flows. Particularly the Arab satellite news channels, with Al Jazeera Channel in the forefront, have been highlighted as prominent examples of contra-flows on the global media scene. Al Jazeera's new English-channel, Al Jazeera English (AJE) launched in November 2006, aims at covering the world with a "Southern perspective". Through a combination of in-depth interviews and content analysis this paper discuss to what extent the channel succeeds in countering global news imbalances?

Based on qualitative interviews with over 30 representatives from the channel management and editorial members of staff, conducted in Doha and London in 2007-08, the paper studies the staff's vision for the channel. Many of the interviewees are disillusioned by their experiences from major Western news media, and they describe the editorial line of the channel as a unique effort to give a "voice to the voiceless": To cover forgotten disasters and conflicts; to give a comprehensive coverage of the global South; to use non-elite, local, news sources; to hire local correspondents, to contextualize news reports, as well as being more controversial, by showing the unpopular side of the story. Critical voices within the network argue that the editorial line of the channel is unfocused, that the channel-management does not understand the South, and that the integration and co-ordination with the Arabic sister-channel has been insufficient.

Although, none of the interviewees make explicit reference to the NWICO (New World Information and Communication Order) debate, first heard over 30 years earlier, their argumentation for AJE's role on the global arena and analysis of the international news flows, represent a reinvigoration of the arguments for a NWICO. The interviews will therefore be analyzed within the historical context of the NWICO debate.

The interviews document an ambitious editorial policy that aims at countering global news imbalances. The second part of this paper discusses to what extent they have accomplished their edi-

torial strategy, through content analysis of two months of the channel's most important news bulletin (News Hour). By emphasizing news flows (the location of news stories), news topics (what kind of stories are covered), and news actors and sources (who's voices are heard in the bulletin) the paper aims at defining AJE's editorial line. The findings will be discussed with reference to the literature on international news flows, as well as the interviews with the editorial staff.

The launch of Al Jazeera English is a unique chance to follow the initial developments of a new kind of non-Western global news channel. This paper presents one of the first substantive studies of the channel's editorial line.

In-between the EU and the Nation State. How German and British EU-correspondents deal with sources of information in Brussels

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The interactions between journalists and politicians or political PR personnel are a central element in establishing a European public discourse and therefore in strengthening European democracy. However, theories on the interactions between the two players are based on observations and analyses in the context of the nation state.

This study investigates the interplay between media and politics in the particular case of the European Union. For this, fifteen semi structured qualitative interviews were conducted with German and British correspondents in Brussels. The focus of these interviews was twofold. First, it was enquired whether the way German and British EU correspondents interact with sources of information, especially with political Public Relations (PR), is influenced by their national media culture and their attitudes towards the EU. Secondly, the question was addressed as to what degree journalistic working conditions in Brussels are shaped by unique factors residing in the political and organisational structure of the EU. By contrasting these influences, it was examined in how far theories about journalists' interactions with sources of information, especially with political PR workers, developed in the national context can be applied to political communication in the European Union.

The EU is a unique multinational organisation with its individual political institutions and processes. The results of these interviews show, that political and media representatives have established an equally unique culture of political communication. Results indicate that there are organisational differences between British and German journalists' work in Brussels. However, even though they have different media cultures as their background, their role perceptions as EU correspondents are similar. They perceive their task as very different from the task of traditional correspondents. This is because they are not solely reporting about a foreign country but also about a transnational organisation with great importance to their home country.

Moreover, they all describe political communication in Brussels as less shaped by party political forces and more issue-related than in the national context. Journalists reported that media and politics on a European level are less interdependent than in the national context. Firstly, this is because journalists in Brussels share information with colleagues from other countries. It is one of the most striking features of journalists' descriptions of their work situation in Brussels how they communicate with their colleagues from different member states and how they use each other as sources of information. This makes them less dependent on official sources.

Secondly, politics are less dependent on favourable media cov-

erage of journalists because only the members of the European Parliament are elected and the success of the highly influential politicians in the European Commission does not depend on public support.

It can be concluded that the peculiar institutional setting in Brussels leads to the emergence of a unique culture of political communication, which shapes the journalists' behaviour. It might then be argued that, theories about the interplay between journalists and their sources of information in the national context are not applicable to the European level.

"Non-objective but diverse": Dynamics between citizen journalism and professional journalism in China

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IN MARCH 2007, a two-story brick structure in the Chinese municipality of Chongqing made headlines to international news media as the "coolest nail house in the world". The stubborn owners of the house refused to move out due to what they consider as an under-compensation from the property developer even though the whole area surrounding the house was already excavated. In the midst of heated discussions about citizen rights, property rights and land seizure in today's China, Zhou Shuguang (Zola Zhou), a young vegetable-farmer blogger from Hunan province was also hailed by both foreign and domestic media as China's first citizen journalist, who took it upon himself to investigate on the nail house case and posted a series of reports on his personal blog. As a matter of fact, this was not the first incident in which citizen media played a pivotal role in shaping public opinions nor was it the first time that mainstream media picked up news leads from average bloggers.

This paper endeavours to explore the dynamics between citizen journalism and mainstream professional journalism against the background of the continuing governmental control of Chinese news media on one hand and the proliferation of user-generated content on the other. In some cases, a news story was not covered by mainstream media until after it gained great momentum on the Internet. In other cases, professional journalists would put the "uncensored" version of their stories on their personal blogs in order to offer an alternative view to the mainstream media. More interestingly, there are tension between professionals and citizen journalists as well, as the former would accuse the latter for doing "non-objective" or "non-professional" report that further jeopardize professional ethics in Chinese media.

Drawing upon previous studies on alternative media, participatory communication as well as literature on the political economy of Chinese news media, I will take a "bottom-up" approach to this topic by moving from texts to communicators then to institutional arrangements. I will first conduct comparative analysis of citizen journalists' and professional journalists' reports on the same news topics, trying to identify differences as well as interactions between two sets of texts. I then supplement this analysis with interviews with both professional journalists and active bloggers in order to assess their perception toward each other and their views on media professionalism. Not losing sight on the bigger context, I will finally discuss the government's escalating effort of regulating user-generated context on the Internet and the implications such regulations could have on citizen media.

International, regional, and national agencies and media negotiations

Audiovisual flows in North America in the NAFTA era

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AFTER FOURTEEN YEARS of the signing of NAFTA, has the supply of audiovisual media of each country increased in the other two countries of North America? This paper looks at the supply of over-the-air television and films on the television channels and theaters of Ottawa, Canada, Washington, DC and Mexico City, and compares the percentage of the supply originated locally, in the other two partner countries and in other regions of the world. Based on the analysis of four weeks of the television supply and six Mondays of the theaters screenings in the three capital cities, our findings show that Canada is the country with higher percentages of audiovisual imports, but mostly from the U.S. and almost nothing from Mexico. The U.S., on the other hand, is the country with the lowest rates of audiovisual imports, but not from Canada or Mexico, but from Great Britain. Mexico seems to have a better balance, with around 30 percent of imports originating in the U.S. and around 65 percent of over-the-air television produced locally. However, there has not been any increase in the flows of television contents and movies between Canada and Mexico. NAFTA has not changed significantly the flows already in place before its signing and it has not helped to abridge the dependence of both Canada and Mexico on audiovisual contents from the United States.

KEYWORDS: audiovisual flows, television supply, NAFTA and mass media, film flows, media imports

Implementing the WIPO development agenda: Prospects for taking into account different levels of development in WIPO treaties

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IN 2004, A coalition of developing countries called the 'Friends of Development' proposed a development agenda for the World Intellectual Property Organization (WIPO) – a set of reforms intended to make the organization and its operations more responsive to the needs of developing countries. In September 2007, after three years of diplomatic meetings at WIPO on the development agenda that saw additional proposals, counter-proposals, and difficult negotiations, a set of 45 proposals was agreed upon by member states that would constitute the development agenda for WIPO. In October 2007 the development agenda entered the implementation phase.

In this paper I will, drawing on the international relations theories of Susan Sell, examine one of the most central elements of the WIPO development agenda: item 15, which states, "Norm-setting activities shall... take into account different levels of development." I will argue that the struggle to translate item 15 into a move away from the one-size-fits-all approach to international intellectual property will prove especially difficult because it is, essentially, a skirmish in a larger struggle over the principle of special and differential treatment for developing countries in multilateral agreements more generally – a struggle that is extremely difficult to win.

However, I will also argue that the development agenda process has transformed the accepted purpose of intellectual property from one focused on the protection of authors and rights holders to one focused on development. As Sell would note, this redefinition of interests is highly significant. I want to argue that this translation, if fully inscribed into all areas of WIPO's work, will drive the creation of networks of expertise and interests - the reconfiguration and elongation of networks of power - that could in turn be translated into further consensus over solutions to particular problems within the intellectual property system and possible adjustment of that system. Whether such adjustments take the form of special and differential treatment or other flexibilities will depend on the problems examined and the consensus that forms on types of solutions.

I will argue that the very character and strength of the WIPO development agenda will be determined in the battles over how item 15 is interpreted and implemented. I will also draw on the work of John Braithwaite and Peter Drahos to outline some strategies that might be useful in navigating item 15's way forward.

The United Nations and the Mohammed Cartoons Affair: Creating a global "Respect for Religion Exception" in International Human Rights?

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THE MOHAMMED CARTOONS controversy was an unprecedented global crisis that revealed the acute tension between the human rights aspirations set forth in articles 18 & 19 of the Universal Declaration of Human Rights. These articles deal with freedom of religion and freedom of opinion and expression, respectively. The Mohammed cartoons affair-publication and republication of the controversial Mohammed cartoons, censoring and prosecution of journalists, as well as the violence that ensued in many parts of the world-exacerbated the global politico-cultural tensions between the Arabo-Islamic world and most of the rest of the world. As the philosophical and cultural differences between the Arabo-Islamic world, led by the Arab League and the Organization of Islamic Conference (OIC), and large sections of the Western world increased in the wake of the controversy, the tension between freedom of religion and freedom of expression moved to the United Nations, where this clash of human rights values is now increasingly cast in binary terms- "freedom of the press versus respect for religion." This formulation is a major departure from the original aspiration of the framers of the Universal Declaration of Human Rights, who saw freedom of religion and freedom of expression as twin pillars of universal human rights.

This paper will focus on the transnational and diplomatic aspects of the Mohammed cartoons controversy, specifically how it was framed by the Organization of Islamic Conference and the Arab League, as well as how it was handled by the United Nations Human Rights Commission and the United Nations General Assembly. The study will be carried out within the framework of human rights theory, which holds that under international law, human beings are endowed with civil and political rights that include freedom of religion and freedom of expression. However, most signatories to the Universal Declaration of Human Rights do not accord their citizens the political and civil rights enumerated in the declaration. This problem is compounded by supra-national religious and cultural organizations which give preference to cultural rights (respect for their religion) over civil and political rights (including freedom of expression) and assert that they are entitled to special rights (universal respect for their religions).

The research question that will be addressed involves making a determination whether at the level of the United Nations, the Mohammed cartoons affair tipped the political scales in favor of

respect for religion and against freedom of expression. Thus, the study will thus explore whether freedom of expression was a casualty of the Mohammed cartoons controversy.

The global carnival of the oppressed arrives to Nairobi: National, regional and global discourses on World Social Forum Nairobi, 2007 in Kenyan newspapers

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SINCE 2001, WORLD Social Forum (WSF) has been organised in order to accommodate an open space for issues concerning sustainable development, the environment, democracy and human rights. It has also been created as an alternative to the World Economic Forum (WEF). The event gathers hundreds of thousands of representatives from social movements, networks, NGOs and other civil society organizations opposed to neo-liberalism, a world dominated by capital and any form of imperialism. At the World Social Forum, the participants are given the opportunity to debate ideas democratically, formulate proposals, share experience and network for effective action. In 2007, the WSF was held for the first time in Africa, which by many was perceived as a major attempt to enhance the African continent's presence in the struggle for global justice.

This paper provides an insight into Kenyan media representation of World Social Forum in Nairobi 2007. It discusses the relationship between the discourses in Kenyan newspapers and the established mediated global discourses of the World Social Forum (WSF), focusing on the structural and institutional similarities and differences. The study is based on a critical discourse analysis of the content in the four largest daily newspapers in Kenya: The Daily News, The Standard, Kenyan Times and Peoples Daily.

Manifestations of the global south (such as the WSF) have been framed through a specific northern (western) perspective, manifested through a hegemonic and global journalistic order of discourse (cf. Ekecrantz, 2004). Consequently, an event such as the WSF that aims to question the present world economic order is often downgraded and portrayed as a mere spectacle without any political relevance.

This paper examines the way in which journalism frames events in order to uphold the hierarchical order of political and economical power (Tuchman, 1978), and if and how this hegemonic order is produced or/and reproduced through the domestic socio-political and economical ramifications of the Kenyan news representation, or if it is conflicting.

The study shows that established discursive themes of WSF like "the carnival of the oppressed" is prevalent in the depiction of the WSF in Kenyan media, yet national and regional issues like corruption, sexual recognition, tourism or poverty are given a greater exposure compared to international coverage of the event. There was also a strong presence of institutional justification, where the WSF was viewed as an important symbol of the modern development that Kenya must undergo. Therefore, this study illustrates how national and regional politics plays an important part in the process of domesticating and recontextualising global issues and questions in a national journalistic frame. It highlights the hegemonic and counter-hegemonic aspects of national, regional and global media representation and its repercussions on social change and global activism

Transparency and India: Political and social obstacles for the Indian Right to Information Act

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IN 2005 THE Indian Parliament passed the Right to Information Act, officially opening government records to public scrutiny. Because the Right to Information Act is one of the first such movements in a traditional society, it marks an important milestone in the creation of more transparent government structure among traditional nations. Through an examination of the political and social landscape in India that gave birth to the Right to Information Movement this paper will examine the conditions that pushed India from a traditional stance on the right to information to more modern outlook. Using primary sources from journalists, advocate groups and academics in India, this paper examines the Right to Information Act under the framework of creating more transparency in government and the difficulty in creating a truly transparent government in a traditional society. The paper also discusses the main obstacles standing in the way of true transparency in India including: wide-scale illiteracy, rampant government corruption and proposed amendments to the original document.

Images and narratives in global communication

What's in a name? British media coverage of the Teddy Bear Affair

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ACCORDING TO A report commissioned by the Mayor of London and published by the Greater London Authority, British media coverage of Islam in 2007 was "frequently emotive, immoderate, alarmist or abusive." This paper will focus on the British Media coverage of the Teddy Bear Affair in which a British teacher working in Sudan was imprisoned and charged with blasphemy after allowing one of her students to name a teddy bear after the Prophet Mohammed. The incident was a media sensation in the few days it took the Sudanese government to charge Gillian Gibbons before she was released and deported. The paper will examine how seven British national newspapers covered the incident and compare the findings with those of the Greater London Authority report. The analysis will focus on the discursive strategies employed by each newspaper and whether the coverage contributes to "the general atmosphere of insecurity, suspicion and anxiety among non-Muslims" as the Great London Authority report argues.

How the North pictures the neighbouring south: The Portuguese press coverage of the Sahrawi conflict

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THIS ARTICLE EXPLORES how the Portuguese press covers the protracted conflict of the Western Sahara at times of peace or war. To illustrate it, the study focuses on the period between the acceptance of a peace plan between Morocco and Polisario in August 1988, under the auspices of the UN, and September 1991

when combats came to an end and a cease fire was finally achieved in the Western Sahara.

Apart from dealing with a topic (Western Sahara) completely overlooked in terms of media coverage analysis, my study is also of interest for being devoted to an European press (Portuguese) not often object of analysis in terms of international news coverage. Furthermore, it contributes to the understanding of the role of the news media in asymmetrical conflict while the countries attempt to reach a peace agreement. Building upon the specificities of the Western Sahara study case the article advances a theoretical contribution to operationalize the peace and war coverage analysis.

To achieve its goals a flexible and multidisciplinary approach to the study of press coverage was adopted in this work comprising an original adaptation of a content performance assessment of the reporting to the specific domain of the war and/or peace journalism. Such approach, designated as 'meta-performance' analysis, reveals both the quality and diversity of the Portuguese and British coverage as well as the degree of freedom and independence of the national broadsheets, and will be complemented with more sophisticated discussion encompassing two other dimensions: news slots and the framing of the news stories.

Against this background, the article concludes that the prospect of inauguration of peace between Morocco and the Polisario Front had a significant impact on the way the Sahrawi conflict was reported, since a peace framework and optimistic tone surfaced and prevailed in the coverage even during moments of crisis. It does not confirm previous tendencies that point at an inherent contradiction between the news construction routines and the needs of a peace process. My conclusions are generally optimistic since good news triumph over the bad news, something which constitutes an exception to the usual news making process.

Contact theory revisited: The impact of "contact" on people's images

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THIS PAPER EXAMINES Allport's contact theory (1954) which stipulates that under the condition of equal status, common goals, continued contacts and support of authorities and norms, the incidence of negative images among social groups which have frequent contacts will be reduced.

The five hypotheses tested in this study are:

Hong Kong people have more contact with mainland Chinese than Japanese.

Hong Kong people have better images of mainland Chinese than Japanese.

Hong Kong people who have interactions with mainland Chinese possess better images of the latter than those who have no contacts.

Hong Kong people who have interactions with Japanese possess better images of the latter than those who have no contacts.

Hong Kong people's images of mainland Chinese and Japanese match those of television news in Hong Kong.

The study used the methods of telephone interview and content analysis to collect data. A telephone survey was conducted with a probability sample of 545 people between January 23 and January 26, 2006, asking the respondents' impression of Japanese and mainland Chinese. The contact theory predicts that Hong Kong people's impression of mainland Chinese should be better than that of Japanese since Hong Kong people in general have more contacts with mainland Chinese than Japanese. A content analysis of television news was conducted with contrived samples weeks between July 2004 and December 2005 to see if Hong Kong people's perception of mainland Chinese and Japanese matches the media portrayals of these two groups of people. If the

media have influence on people's perception, some correlation between media portrayals of certain social groups 18 months before and people's images of those groups should be found.

The results show that all hypotheses are rejected except the first one which stipulates that Hong Kong people have more contacts with mainland Chinese than Japanese. The overall findings indicate that frequent contacts do not necessarily reduce the incidence of negative stereotypes. Various explanations for these findings are discussed. It seems that among groups with frequent contacts, the 'quality' of contact is crucial. Whether the value system is traditional or modern may also be an important factor affecting their reciprocal images if the groups do not come into frequent contact; groups sharing similar value system may have better impression of one another than those having different value systems. The author proposes in the end four hypotheses for further examination which may help understand better the contact theory and intercultural communication.

"We Are All Individuals": A cross-cultural comparison of bloggers' discourses in the United States and Israel

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IN THIS PAPER I examine reactions by bloggers in the US and Israel to a similar event: offers made to bloggers in both countries to receive gifts or monetary compensation in return for writing about products given to them by select marketers. Building on research focusing on processes of globalization and localization, as well as research investigating the social history of the internet as a medium developed upon both communitarian and individualist values, I attempt to compare some of the tensions and struggles that accompany bloggers' attempts to negotiate their identity in cultural practice and discourse within different countries.

The analysis employs methods of discourse analysis advanced by Norman Fairclough and Michael Billig to examine a sample of 98 blog posts and 878 comments by American bloggers, and 58 blog posts and 2,089 comments by Israeli bloggers, all written following the marketing campaigns in both blogging communities. Three broad - and often interimplicated - themes were found to be both salient and significant in both countries: authenticity versus inauthenticity, anti-commercialism versus commercialism, and individuality versus communitarianism.

Bloggers in both countries found it important to convey a sense of authenticity, and relatively few differences were found in the strategies used to construct themselves as authentic. This usually involved the discursive construction of a binary opposition between the perceived characteristics of the blogosphere and those of the rest of society. The discourse of authenticity was often associated with issues of purity and contamination, with fear expressed that allowing advertising into the blogosphere would enable the destructive characteristics associated with other media to seep into the imagined territory occupied by blogs and pollute it.

More significant differences were found with regard to the negotiation of commercialism. In Israel, the dilemmatic nature of this discourse - stemming from the interactions of culturally salient values espousing both socialism and capitalism - was more evident, whereas in the US the desire to earn money through blogging was largely seen as legitimate.

The negotiation of notions of community and individuality was found to be internally conflicted within both communities. In Israel, many bloggers treated the advertising campaign as something the entire community should debate together, and on many occasions the desire for a joint decision was expressed. These sentiments were also articulated by some American bloggers, but they customarily treated the notion of community as an abstraction - one that symbolically united all bloggers but did not involve any collec-

tive action beyond the public expression of solidarity. The communitarian ethos in both countries was complicated, however, by a seemingly contradictory impulse toward individual freedom and personal expression, with bloggers constructed as wild and independent pioneers. Both blogging cultures thus appeared to be constituted through the fusion of - and internal friction arising from - two competing perceptions of what it meant to be a blogger: part of a community with shared values, or an anarchic and rebellious individual.

The implications of the themes identified in discourse for our understanding of internet culture, processes of globalization, and identity formation are discussed.

Media role in the local-national-global nexus: Comparing Chinese societies

Citizens' attitudes towards globalization: A survey study of media influence

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THIS ARTICLE EXAMINES media effects on Mainland Chinese and Hong Kong people's attitudes towards globalization. In the case of China, it is argued that the Chinese national media largely reflect the official view on globalization, which is largely positive in tone, focuses more on its benefits than its dangers, and sees engaging with globalization as a means to realize the century-old dream of Chinese modernization. It is also argued that these views should largely resonate with the existing views of the Chinese audience, and this should provide the condition for the media to successfully influence/reinforce people's attitudes. The Hong Kong media, however, do not carry one-sidedly pro- or anti-globalization messages, thus there may not be straightforward media effects on attitudes towards globalization. Survey analysis shows that both Mainland Chinese and Hong Kong people do generally believe in the benefits for China to engage with globalization. In the case of China, positive views are more strongly held among the more educated and more nationalistic people, and among heavy consumers of national media.

Unraveling global discontents in the Chinese society: The role of media and individuals' negative perceptions about globalization

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Like many other major transformative processes, globalization produces winners and losers. While large-scale surveys and cases studies have revealed different levels of resistance to globalization in many countries all over the world, little is known about how this movement is received or opposed in the Chinese society. This study intends to unravel global discontents in the context of China and Hong Kong, in attempts to profile those who hold negative perceptions about globalization in different Chinese societies. We draw upon media system dependency theory to explore the role of media in shaping individuals' views about globalization. Based on our survey, it is found that 40% of the respondents in mainland China hold negative perceptions about globalization, while data from Hong Kong are being collected. Meanwhile, male, younger, and less-educated people are more likely to hold negative views about globalization. With the media come into play, we find that the more individuals rely on media to get news, the less likely they will view globalization negatively. On the other hand, if individuals rely on media more for relaxation purposes, the more likely they will hold negative perceptions. Given the different political culture in China and Hong Kong, individuals' media connections and perceptions about globalization will be compared and contrasted.

Exposure to foreign media content: A comparison of Mainland China and Hong Kong audience

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AS MAINLAND CHINA becomes an increasingly globalized society, there are more opportunities for Mainland Chinese to be exposed to and interact with the outside world. However, the Chinese government still attempts to restrict foreign television programs, books, newspapers, Web sites, and other forms of media in an effort to control China's cultural life. Only a handful of foreign media companies have successfully gained access to China's domestic media market, and their operations are closely monitored by the Chinese government. Access to foreign media content inside China often relies on alternative channels such as the Internet, illegal satellite dishes, and pirated DVDs. An earlier study of four cities in Mainland China found that younger individuals who have higher levels of income, education, and English proficiency, and those with extensive social ties in foreign countries were more likely to be interested in foreign issues and to be exposed to foreign media content. While it is geographically, politically, and culturally attached to Mainland China, Hong Kong has a drastically different media market. Being a British colony for nearly a century, Hong Kong has adapted to the socio-economic traditions of the Great Britain, and has fully embraced a free market economy. Residents of Hong Kong can easily access various foreign media content through main stream outlets. Additionally, local media in Hong Kong often give extensive coverage to foreign issues due to Hong Kong's unique position as a global financial center. The similarities and differences between Hong Kong and Mainland China present a unique opportunity for a cross cultural comparison. The present study aims to compare the amount and pattern of exposure to foreign media content among Mainland Chinese and Hong Kong Chinese. Specifically, the influence of cultural, political, and economic globalization upon individuals' foreign media consumption are explored.

The ambivalent Other: Chinese nationalism, media, and the imagined America

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THIS PAPER SEEKS to compare the role of the media and nationalist feelings in constructing the image of the United States as an ambivalent other among mainland Chinese and Hong Kong Chinese. The image of the United States incorporates four dimensions: U.S. global leadership, U.S. hegemony, positive way of life, and negative way of life. There are three kinds of Chinese nationalists: holders of western values (non-nationalists), political nationalists based on practical calculation of interests, and cultural nationalists who believe in the superiority of Chinese culture. In mainland China, we hypothesize that there are more "cultural nationalists" than "political nationalists" and "non-nationalists" (in that order). In Hong Kong, as a meeting point of east and west, we hypothesize that there are more "non-nationalists" than "cultural nationalists" and "political nationalists" (in that order). We further hypothesize that holders of western values (non-nationalists) seem to see both sides of America: while they approve US global leadership and have a positive view about its way of life, they are also critical of its negative of life. Political "nationalists" tend to disapprove of US global leadership. Cultural "nationalists" tend to be diehard anti-American, holding most negative views of the US. The relationships between nationalism and the images of the United States are enhanced by such media variables as the extent of media exposure and the perceived media credibility.

Conceptualizing and Measuring "Glocality": A Comparison of China and Hong Kong

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THE CONCEPT OF "glocalization" means "the creation of products or services intended for the global market, but customized to suit the local cultures" (Roberson, 1995). It refers to both the status and consequence of the glocalization movement. It blends both the "global" and "local" and evolves along with the two-way glocalization process, and it exists at all levels, from the national level down to the individual level. This study attempts to examine "glocality," defined as the degree of glocalization at the individual level, in China and Hong. It aims to test a comprehensive index that captures not only physical and social dimensions of glocalization (e.g., SES and contact with the outside world), but also the psychological dimension, such as individuals' attitudes, values, "glocal consciousness" and "imagined elsewhere" and compare the levels of glocality in two regions that share some cultural traditions but differ significantly in their current status of cultural, economic and political development in the recent globalization movement. The study is meaningful and important in that that it is a pioneering effort to measure empirically what globality and locality manifest themselves at the individual level, to construct a scale of "glocality," to treat media use/exposure as part of the group of dependant variables of "glocality" so as to shed new light on the role of the media in the construction of social reality, social knowledge and self identification, and to compare different societies using the same index.

Rethinking media theory in the global era

FRAMING MIDDLE EAST "Quagmires" – Theorizing media-political relations during foreign policy crises

The Middle East has always been a source of interest for "western" states and media. The region is regarded as a strategically significant region within which the United States and Europe have vital foreign policy interests, including control of the region's oil supplies, political control of the Gulf and Arab states and guaranteeing Israel's security.

However, the patterns of media-political relations that define recent foreign policy crises arising in the Middle East pose specific research problems for media analysts. Firstly, at the global level, the Middle East is a pivotal locale for the kinds of highly contested ethno-nationalist and religious conflicts that typically characterise 21st century international relations. Significantly, these contested conflicts give rise to a different "information environment dominated by unpredictability and instability rather than control and order", which has enhanced the media's tendency... to promote dissent and intellectual diversity, rather than dominant ideology or hegemony" (McNair, 2003: 549-51).

Secondly, the "prototype" of asymmetrical warfare, which increasingly defines many of the world's political divides (Burton, 1987; Griffin, 1995), has also characterised recent Middle Eastern conflicts, including the US-led wars against Iraq (1991 and 2003), the Israeli-Hizbollah conflict (2006) (Kalb and Saivetz, 2007: 43) and the ongoing Israeli-Palestinian conflict. Particularly, Lebanon and Iraq have displayed destabilising levels of internal ethno-sectarian strife and armed insurgencies, often approaching "civil war" proportions (Mooney, 2007; Patten, 2007).

Finally, world opinion has traditionally been much divided on political issues arising in the Middle East. More recently, key glob-

al state players laid bare their competing national interests and opposing ideologies in relation to the US-led war in Iraq (2003) and the Israeli-Hizbollah war (2006).

This paper will argue that the highly contentious, asymmetrical nature of Middle Eastern political conflicts and the competing foreign policy agendas that arise from these conflicts, give rise to international media coverage trends that challenge the theoretical assumptions held by propaganda (Herman and Chomsky, 1988), hegemonic (Hallin, 1986; Gitlin, 1980) and indexing traditions (Bennett, 1990) regarding state/elite control of media foreign policy frames.

Instead, it is argued that Gadi Wolfsfeld's (1997) political contest model and Piers Robinson's (2002) policy-media interaction model offer more reflexive and dynamic perspectives for analysing how media-political relations develop within different foreign policy scenarios. It is then concluded that an interactionist theoretical perspective, combining elements of both models, offers the best approach for understanding the mutually-reinforcing ways in which media and political frames of foreign policy "crises" in the Middle East are constructed. This perspective also explores the ways in which different political and media environments influence media issue-framing trends.

Changing global media landscape, unchanging theories? International communication research and paradigm testing

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USING THOMAS S. KUHN'S notion of paradigm testing as the conceptual framework, the purpose of this paper is to critically examine the growth and validity of theories in international communication research as a field of intellectual inquiry. Specifically, it focuses on how and why media imperialism as a theory has persisted in the international communication literature when the global media landscape has changed dramatically since the 1980s. If the media are no longer American, as Jeremy Tunstall argued in his recent book *The Media Were American: U.S. Mass Media in Decline* (2008), is the thesis of media imperialism still theoretically relevant or central to international communication research? If not, why and how has it become a dominant theory that has been routinely accepted as given in the literature when the theory has not solved any problem of international communication or shaped its practices across national borders in the past decades?

This paper contends that as a theory, media imperialism is more rhetorical than empirical. The acceptance of its status as a framework in organizing thinking in international communication research has more to do with its theoretical ideas than its empirical knowledge of the objects of research and their practical effects on the world. Media imperialism has never been a theory that is well exposed to empirical and possible pertinent tests. Nor is it a theory that has been tested as part of competing explanations for the form and content of international communication. Rather, the prevalence of media imperialism as a theory in the field of international communication has been taken for granted and perpetuated by textbooks that have not only failed to question its lack of empirical evidence, but also overlooked alternative world views when the world itself has been fast changing.

Emerging global divides in media and communication theory: European universalism and non-European reactions

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WHAT WALLERSTEIN DESCRIBED as European universalism dominated media and communication theory until the end of the 20th century. The three-tier divide of the global economic system – center, semiperiphery, and periphery – explicated in world-system analysis was equally applicable to the global academic system. The non-traditional fields of study, such as media and communication, inherited the full flavor of European universalism because they originated in the academic institutions of the center countries.

The turn of the century saw a dramatic reaction to the Euro-American rhetoric of power. Organized groups of scholars have begun to question the presumption of European universalism in media and communication theory and research methodology. Global divides in media and communication studies have emerged with some Asian scholars going back to the philosophical genius of Buddha, Laozi, Confucius, Nagarjuna, and others to derive relevant theoretical frameworks.

This paper explicates this momentous phenomenon.

Mediated narratives and cosmopolitan commitments

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WHAT IS IT that divides the inhabitants of an emerging global public sphere? How similar are the answers given by television news channels operating in different countries? Are different sorts of audiences (national as opposed to global) told different sorts of stories about the world in which they live? Which broadcasters are more likely to report the views and problem definitions of governments and political elites; which are more likely to adopt the perspective of civil society and the ordinary citizen (thereby promoting transnational connections)? To what extent can the various broadcasters be said to mobilize cosmopolitan identities and thereby overcome global divides? The theoretical point of departure for the paper is the discourse on cosmopolitanism. Its methodological concern is how best to read the news stories on offer in the global newsroom when it comes to their messages about what divides the people in the world that is depicted, and what they have in common – about identification and belonging. The empirical material is comprised of more than 100 hours of news broadcast by 6 European channels: BBC News at Ten, BBC World News, German television's *Heute*, *Deutsche Welle* (broadcast globally in English), Swedish Television's *Rapport* and the EC-supported *Euronews*.

It will be argued that the power of the news media in a globalized world extends beyond the imparting of accurate, impartial and reliable information so esteemed by opinion leaders and many professionals. The power of not least television news also resides in its potential to engage its viewers, as well as to inform them; to help them remember as well as to know; and to make it possible for them to recognize and identify with the distant Others who populate their television screens, rather than just to sit back and be a spectator. It will be argued, moreover, that in order to explicate these different dimensions of power, it is necessary to use a combination of analytical techniques, chief among them narrative analysis. Some normative issues will, finally, be raised. Governing authorities have set out clear guidelines for public service broadcasters operating in a national setting. Swedish Television,

for example, has been assigned the role of a “major player in developing a society of ethnic and cultural diversity”. Part of its mission is “to counteract prejudice and stereotypical thinking as well as to increase people’s awareness of one another and their understanding of persons from different ethnic and cultural backgrounds”. The paper asks what such a responsibility entails when the society extends beyond the borders of the nation. What can and should be expected of news media in a global context?

Chevalier’s North America: An attempt for historical rehabilitation of neglected scholarship

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ALEXIS DE TOCQUEVILLE (1805-1859) and Michel Chevalier (1806-1879) were contemporaries who both came to the U.S. in the early 1830s on extended study trips on behalf of the French government and consequently published their observations. Arguably, Chevalier’s analysis of Jacksonian America is philosophically more consistent and theoretically better funded than the famous work of De Tocqueville. Furthermore, his academic background and natural interest in communication/transportation systems makes Chevalier an important source for scholars interested in comparative international communication research.

During his early life, Chevalier’s thinking was deeply influenced by the French proto-socialist philosopher Saint-Simon and his industrial doctrine, based on the belief in a good society founded on the machine, which would be in the future not governed, but merely administered by an industrial elite. Chevalier was thrilled to observe the “perfect passion” the American had for the railroad. And it was not merely because “his supreme happiness consists in that speed which annihilates time and space,” it was also because the rational American was aware “that this mode of communication is admirably adapted to the vast extent of his country.” Another trace of Saint-Simonian philosophy, clearly recognizable in Chevalier’s writing, is his dialectic vision of history which proceeds through the interaction of polar opposites.

Why has Chevalier’s work been so successfully obscured by De Tocqueville’s - especially in the U.S.? This study argues that it happened because of the temporal political interests of the Cold War era which systematically favored De Tocqueville’s free market philosophy over Chevalier’s early socialist thought. “To those who ask, ‘What is the importance of Tocqueville in world politics?’ it is enough to reply that he is the answer to Marx,” one U.S. reviewer wrote in 1962. By pointing out some of his most interesting empirical observations and philosophical reflections, the paper attempts to vindicate Chevalier’s position among early 19th century founders of modern social research, especially his contribution to the field of comparative international communication studies.

Reconceptualizing news and roles for journalism in the contemporary world

New Swedishness, new language, new journalism: The case of Gringo

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RADICAL CHANGES IN production, distribution and exhibition possibilities (as the result of technological developments) over the past 20 years have generated a great deal of discussion and

debate on the “shifting landscapes” within European film and media cultures. At the same time, however, Europe has witnessed another radical change which has led to debate and discussion on aspects of European culture. The changes I have in mind here are shifting definitions and understandings of local, regional, national and trans-national identities that have emerged as a result of migration, immigration and emigration within, into and out of Europe. While myopic, culturally essentialist terms such as Europeaness, Swedishness, Frenchness or Britishness are often thrown about during debates on identity, the shifting technological and demographic landscape in Europe is such that these terms not only lose their resonance, but also become the discursive pokers with which anti-immigrant fires are stoked. The riots in 2005 in the Parisian banlieues, the 2004 murder of the Dutch filmmaker Theo Van Gogh, and the global unrest following the publication in Denmark in 2006 of a series of cartoons depicting the prophet Mohammed were all events where, in differing ways and on differing levels, “traditional” notions of what it meant to be French, Dutch or Danish were thrown into turmoil.

While the dramatic events such as the murder of Theo Van Gogh or the riots in the banlieues of Paris draw attention, via the media, to the issues of immigration, identity and multiculturalism, the overarching purpose of this paper is to examine the less dramatic though no less important issue of how these shifting social and demographic landscapes are reflected in the Swedish media: in particular, the rise (and fall) of the Swedish news magazine Gringo. As will be discussed, Gringo was a magazine/paper started in 2004 with the express purpose of altering, via an alternative and provocative form of journalism, mainstream perceptions of immigrants, immigrant communities, and the Swedish version of the Parisian banlieues-the förorter (“suburbs”) of Stockholm, Malmö and Gothenburg-via humor, the subversion of socio-cultural orthodoxies and the “taming” of racist language through appropriation. However, the views of Gringo editors and writers regarding the role of the publication in Swedish society did not always mesh with those who wrote in the mainstream Swedish media. It is this interplay between Gringo and the mainstream media which will be the specific focus of this paper, and, in particular, the ways in which the magazine is an unusual example of a smaller-scale publication, with a focus on so-called “minority” or “multicultural” issues, gaining access to the rarified air of elite, mediated political debate. In my paper I conclude that Gringo’s challenge came in the form of advocating new forms of Swedishness, language and journalism (both structure and content).

Exploring mediated Occidentalism: Press representations of “The West” during the Caricature Crisis

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THIS PAPER EXPLORES the various ways in which the term Occidentalism is applied, the usefulness of the terms and their applicability to media studies, in particular the coverage of the caricature crisis with special emphasis on the press coverage in Pakistan. Several researchers have defined the concept differently, ranging from mere ‘Eastern’ representation of ‘the West’ to essentialist and extremist ways of representation, linked to modernity resistance in the Muslim world or within the West as with German romanticism (Buruma & Margalit 2004, Carrier 1999, Said 2003, Boer 2004, Sardar 2005). The concept has been counterpoised to Orientalism (and the Orientalism critique), while some researchers argue that the latter is more of a coherent discourse, and that Occidentalism does not share these characteristics. This study springs from a larger project, where media researchers from 15 countries have explored the crisis occurring after the publication of the Mohammed caricatures in 2005 (Kunelius, Eide et.al. 2006), and

as a case study the press coverage of the crisis in a selection of Pakistani print media is analysed taking into consideration the historical and actual development of Pakistan - and the history of freedom of expression in the country. In this coverage a variety of press representations of 'the West' was revealed, from demonization to respect; from accusations of blasphemy and provocation to urges for understanding and dialogue. In some of the opinion pieces Europe was treated as a non-considering entity which had to develop its understanding of its own development; while in others one would find a positing of Pakistan as still not having reached the secular stage of development prevailing in Europe. The material is drawn from six Pakistani dailies and two prominent monthly magazines; and findings from other countries (for example Egypt and Indonesia) involved in the study will serve as a back cloth. The genres explored are first and foremost editorials and opinion articles, between February 1st to March 1st 2006. The main aim of the paper, however, is to come to terms with the concept Occidentalism; to discuss it as a scientific term and its usefulness for studies of journalism.

Audience interests in foreign news in a global city: Examining the influence of life experiences, capabilities, and beliefs

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GLOBALIZATION SIGNIFIES THE increasing interconnectedness among different parts of the world. Under this condition, many people's livelihood can be heavily influenced by the policies of foreign governments, the decisions of international economic and political institutions, and significant events in other countries. This is especially true for people living in what some sociologists have called "global cities" (Sassen, 1991).

Given the supposedly increasing relevance of world affairs to people living in such cities, one may expect them to become more interested in foreign affairs. This study focuses on the case of Hong Kong, a metropolitan which has long been considering itself as an "international city." To what extent are Hong Kong people interested in foreign news? What are the factors explaining interests in foreign affairs? How does globalization shape Hong Kong people's interests in foreign affairs?

To shed light on these questions, this study constructs a conceptual framework to explain people's interests in foreign affairs. The framework posits four sets of individual-level factors behind interests in foreign news: 1) Experiential connections with the outside world, which refer to actual living experiences of and social connections with people in places other than one's home country, 2) global cultural capital, which refers to the capabilities required for one to understand and appreciate foreign matters, 3) global orientation, which refers to people's concern with the world outside their home country, and 4) perceived impact of globalization, i.e., the extent to which people regarding globalization is having significant impact on their lives.

We empirically examined the data obtained from a representative survey (N = 500). The findings show that the four factors identified in the framework indeed have significant direct and/or indirect impact on audience interests in foreign affairs and desires for more international news, with perceived negative impact of globalization being a particularly important predictor. Implications of the findings are discussed.

Television news and urban conflict: A Vietnam experience

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THE RAPID URBANIZATION in many developing countries over the past half century seems to have been accompanied by excessively high levels of concentration of the urban population in large cities. It has now accelerated so that many cities are increasing their population by over 20% every ten years. In Hanoi, one among two biggest cities in Vietnam, this number is recently 28% and will reach to 32% in 2010.

The movement of people to towns and cities is mainly due to a wealth of factors. One of these factors, television, radio and movies media are blamed for showing the "bright light" image of cities as the wealthy, attractive place where life offers lots of opportunity for housing, work, food and entertainment.

However, cities of an underdeveloped country like Vietnam have themselves a lot of problems such as planning management, environment, education, qualification, land ownership, security, etc. With the pressure of population explosion, cities in the country are facing even more and worse problems, some of which have been challenging its development.

On the other hand, the stream of moving population causes a wide range of cultural issues: conflict between the old and the new urban people, the rich and the poor among them; the conflict between the style of life in rural and in urban areas with a lot of disciplines and principles, and different social relationships.

This paper looks at how and what current problems Vietnamese television reflects in urban society during the period of rapid urbanization. The study has been carried out since November 2007. It examines the television news coverage of the state-owned station in Vietnam: Vietnam Television (VTV1).

Content analysis was employed as a research method to investigate the following issues: (1) to what extent the television news program in Vietnam covers the problems of urbanization; (2) what problems are highly focused on; (3) what approaches or developmental model television in Vietnam usually relies on to discuss urbanization and development problems.

This paper reviews conceptual and theoretical frameworks of development communication in review of some communication scholars, particularly Daniel Lerner; Wilbur Shramm, and also mainly concentrates on the cultural critical theories in communication studies. It is organized in three parts. Part One defines the key factor 'development' in terms of urbanization and the 'urban conflict'. Part Two, a case study, examines the content of Vietnam television news broadcasts on the urban issues. And Part Three is a discussion that links the theories above to some findings of the study, and also several important points which need to be deeply investigated in further studies.

Reading the world: Examining foreign news in the Portuguese Public Service TV News Bulletin

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HOW IS THE world represented in the Portuguese Public Service main news bulletin? What countries and continents are most visible? What are the most relevant international actors? What are the most important international themes? Does television news reflect and/or reproduce geographical and cultural divides? What are the links between international and domestic news? These are some of the questions we will attempt to answer analysing the historic and present-day configuration of foreign news in the Portuguese Public Service Television, Rádio e Televisão Portuguesa

(RTP). This paper will focus on the main RTP news bulletin, *Telejornal* (RTP 1), which is now completing 50 years of non-interrupted existence. *Telejornal* might be considered the single most important programme in the country. With half a century, it is simply the oldest in Portuguese television. Broadcasted at 20h00, it has always been a centre piece in RTP's prime time programming strategy and its audiences have been steadily high even after the TV market was opened to competition in 1992. Therefore, given the centrality of *Telejornal* as a news source for the vast majority of the Portuguese population (in a country with high illiteracy rates and very low newspapers readership), it has certainly played an unremitting and ever changing role in the national understanding of foreign actors, events and processes. The Portuguese people's perception of the world is bound to have been influenced by RTP's editorial choices. In order to examine *Telejornal* over the last five decades, we have selected programmes from the following years: 1960, 1970, 1980, 1990 and 2000. Per year, we have analysed two weeks of March, two weeks of August and two weeks of October. Overall, the sample comprehends 150 programmes of 30 different weeks. As we will attempt to demonstrate, the diachronic approach (from a time when RTP was a political tool of the Salazar authoritarian regime through the consolidation of the democratic regime period and on to the opening up of the TV market to competition) has revealed itself critical to the understanding of the present-day make up of foreign news.

Media and the corporate model: Management, image and practice

Presentation of corporate image: A cultural perspective

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HOW DIFFERENT CULTURES represent themselves through computer-mediated communications, in particular the Internet, has been an emerging area of research. With the growing trend of globalization and the worldwide penetration of the Internet, the issue of convergence of cultures in the online world has become an issue of interest to scholars.

As organisations in different cultures strive to utilize the Internet to break down geographical boundaries, how cultural factors affect the design, structure and content of their websites has aroused academic interest. Previous studies examined websites of academic institutions and other organisations, such as the banking sector (See Callahan, 2005, Fletcher, 2006).

Corporate images are invariably linked to their organization cultures as well as the culture in which a company is based or originated. Previous studies (Fock, 2000; Simon, 2001) show that websites that are sensitive to culture tend to have enhanced usability, accessibility and website interactivity.

This study examined the link between culture and online communication by focusing on corporate images presented by top companies in China and the United States. China and the United States are often compared in international and intercultural studies as they are both big and powerful countries with distinct cultures. The two countries not only differ in terms of their political system but also provide sharp contrasts in terms of history and culture.

Using Hofstede's model of cultural dimensions, websites of top companies in USA and China, which are dichotomous in most dimensions, were compared using content analysis methods. Specifically, websites of the Chinese and American companies are compared along the dimensions of power distance, collectivist vs. individualistic, respect for history and traditions, and high

vs. low context by examining the symmetrical feature of the website format, portrayal of staff and management, reflection of corporate hierarchy, centralized or decentralized contacts, external links, variety and divergence in content, etc.

The findings have partially supported the hypotheses which assume that culture holds strong even when the physical boundaries are not present on the Internet. However, there are trends, such as the colour usage, length of sites, complexity of navigation menus, etc. that indicate the differences caused by cultural factors may not be so substantial, or that the gaps are narrowing. This may be seen as an implication of globalisation trends that lead cultural homogenization.

In conclusion, despite the fact that the Internet is a global medium and most corporations use it with the global audience in mind, the online presence of a corporation is still subjected to influence of the culture to which a company belongs. Although a content analysis of the websites does not tell us whether the cultural differences are manifested consciously or subconsciously, it does indicate the impact of culture in the context of communication, even for communication aided with a very globalized tool.

Brazilian portals: Cracking the puzzle of a media business model

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A STUDY OF the top news stories delivered by four major Brazilian media portals (UOL, IG, Terra and Estadão) examines how they attract online users by exploring the following categories: newsworthiness of news content, content diversity, interactivity with users, multimedia applications and content providers. A content analysis of a constructed week should indicate whether gatekeepers at these major Brazilian portals supply the country's Internet users with original and pluralistic online editorial content that contribute to the marketplace of ideas. In addition, the study will analyze trends towards homogeneity and standardization in Brazilian online information production and distribution. It should point out key defining elements of the news model these media companies pursue in Brazil, a country that has the largest online population of Latin America and, at the same time, face a dramatic digital divide, along with stratified online access, disparate telecommunication infrastructures and unequal educational opportunities. The study's theoretical framework draws from a reframed form of the gatekeeping model adapted to online journalism. Expected outcomes include greater similarities among top news stories in all media portals and the sources they employ, limited interactivity and multimedia applications as well as a focus on breaking news, with news analysis and interpretation confined to blogs.

The glocalization of EA Games in Taiwan

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UNLIKE SOME OTHER popular cultural industries, the digital gaming industry has focused on localization as a tactic and solution to the international market. This discourse of localization—regardless of how different or similar it is from the strategies of older international media corporation—represents a new corporate mentality and possible new practices and actions. Thus, this study used the case of American digital games to answer the following questions: How does the localization of this relatively new form of popular cultural product differ from the older popular cultural products, such as movies and TV programs? What is the connection between the global circulation of digital games and their localization? Moreover, what are the implications of the localization prac-

ticed by the digital gaming industry in the study of international communication?

The biggest game company in the US, Electronic Arts (EA), was chosen as the subject of the in-depth game localization analysis. The analysis is based on the framework proposed by Klien, Dyer-Whitherford, and De Peuter in their book, *Digital Play* (2004). They proposed the idea of circuits of interactivity as an important analytic framework in understanding the everyday experience of gaming and its political economy in the global marketplace. By applying the Marxist notion of circuits of capital, they argued that digital games exist at the intersection of dynamic processes in three specific circuits: culture, technology, and marketing.

The analysis demonstrates that the global operation of digital game industry is a blend of centralization and decentralization, and of universalization and particularization. On the one hand, the global transnational corporate has to decentralize to accommodate local differences. On the other hand, it has to maintain its dominance through control and centralization. The characteristics of digital media provide the opportunity for the game players to participate in the process of localization through mods (game modifications generated by the players). Yet modding also raised the issue of copyrights ownership and incited conflict between the local gamers and the foreign producers. Localization became a site of power struggle and configuration.

A comparative study of national competitive advantages: Digital content industries in China and Taiwan

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DIGITAL CONTENT INDUSTRIES produce “products or services that use information technology to digitize and integrate media materials (Australian Interactive Media Industry Association, 2005).” In this study, digital content encompasses a broad range of applications, platforms, and tools, such as digital games, computer motion pictures, digital learning, mobile content, and digital publication. Across the globe, East Asia is positioned as a rapid growth region in digital content industries that arouse increasing demand in the digital age. Both China and Taiwan show strong interests in developing digital content. Because China and Taiwan have cultural and racial proximity, this study compares their digital content industries.

From November 2006 to March 2007, six CEOs of top digital content industries (Wang Film, Artkey, CnYES, Somode and Sunfun), plus nine government officials and experts in Shanghai and Taiwan were interviewed to acquire insights regarding the two digital content industries. Pertinent documents and archival reports were also collected in both countries. “Dunning-Porter framework (Dunning, 1993)” modified from Porter’s “Diamond Model” is used to examine national competitive advantages of digital content industries in China and Taiwan. This study analyzes the four internal determinants (factor conditions, demand conditions, related and supporting industries, and firm strategy, structure and rivalry) and three external determinants (government, chance, and multinational business activity) of national competitive advantages in the two countries’ digital content industries.

With respect to national competitive advantages in internal determinants, China’s digital content industries surpass in “demand conditions” and some aspects of “factor conditions (human resource)”, while Taiwanese digital content industries excel in “related and supporting industries (traditional media and IT industries)” as well as “firm strategy, structure and rivalry.” As for external determinants, both China and Taiwan governments provide favorable policies to foster the development of digital content industries. What curbs the development of China’s digital con-

tent industries includes conservative regulations in content and management, copyright infringement, and import challenges. In comparison, Taiwanese digital content industries have more experiences to cooperate with foreign firms and engage in multinational business activities. Yet, with a limited demand from tiny domestic market, Taiwan’s digital content companies face difficulties in polyarch and capital insufficiency.

Country image, cultural proximity, and diffusion of Korean soap operas in the Greater China region

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BACKGROUND

Hallyu (the Chinese transliteration for “Korean Wave”), created by the exportation of Korean television soap operas in the late 1990s, leads to an increased interest in and consumption of Korean popular culture (Yin & Khiun, 2005). Shim (2006) documented that the Korean Wave came into existence when the China Central Television (CCTV) aired a Korean soap opera, *What is Love All About*, and became a success in China. In other parts of Asia, Korean television dramas have enjoyed similar commercial success in Taiwan, Hong-Kong, China, Singapore, Vietnam, and Indonesia (Shim, 2006).

Yin and Khiun (2005) argued that Korean Wave can be contributed to the rapid economic and political developments in South Korea since 1980s. The phenomenon began to spread to other parts of Asia when the South Korean government placed the dissemination of Korean cultural commodities as a national priority (Shim, 2006; Yin & Khiun, 2005). For example, then President Kim Dae Jung, called himself as the “President of Culture” in his 1998 inauguration and also established the Basic Law for the Cultural Industry Promotion in 1999 (Shim, 2006). The spread of Korean Wave is also viewed as “pop culture diplomacy” (Yin & Khiun, 2005, p. 9). Lee (2005, cited in Yin and Khiun, 2005) found that, since the late 1990s, Korean cultural commodities have shown an increased visibility in Southeast and East Asia.

The consumption of Korean cultural products in non-Korean communities can be attributed to various reasons. Yin and Khiun (2005) argued from a Singaporean perspective that popularity of Korean popular culture among ethnic Chinese Singaporeans was due to “[t]he transformation of Korean cultural products into a Sino-centric form of consumption” (Yin & Khiun, 2005, p. 23). Shim (2006) pointed out the Korean Wave was also related to the media liberalization in Asia in the 1990s, and subsequently, media operators found cheaper Korean television programming a financially viable alternative to fill up the channel capacity.

METHODS

The study aimed to provide empirical data through online questionnaire survey method to recruit audiences from the Greater China Region to answer the following questions:

- Research Question 1: How do audiences from the Greater China Region perceive Korean soap opera programming?
- Research Question 2: How do audiences from the Greater China Region perceive South Korea as a country?
- Research Question 3: How will cultural proximity and country image predict audiences from the Greater China Region in terms of attitudes toward, preference of, and viewing behavior of Korean soap operas?

The many faces of divide in the Middle East: Politics, culture and media under the shadow of Empire

Gaza re-enacted: Suicide tropes in Palestinian and Israeli recent cinema

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IN THE POST 9/11 world, the tropes of the suicide bomber have become almost universal, and much work is now devoted to the cultural and social context of such acts, as well as the reading of texts left by the suicide bomber. In this respect, the Palestinian and Israeli concept and practice of suicide - the shahid, or martyr - is much older and belongs to the pre-modern, pre-globalised world. The cultural and religious roots of suicide as an act of devotion and commitment goes back more than a thousand years in both cases; in the case of Israel, it is based on the biblical traditions of Samson and his suicide in the Philistine temple of Gaza, and on the Massada mass suicide. In the case of Palestine, the religious sources range across the New Testament and the Shia traditions. In Max Weber's canonical work on suicide, it was already pointed out that there are also 'national' and cultural characteristics behind suicide statistics, and the fact that different cultures treat suicide differently, providing less or more support for such acts.

It is my contention that both cultures are still heavily invested in suicide as a political means, and this can be traced in recent films, where this trope is dealt with. I will be examining a number of films, all recent, to determine the nature of this trope. In the case of Palestine, I have chosen the popular film *Paradise now* (Abu Assad, Palestine 2006), and in the case of Israel, two films: *Zion, My Land*, (Gerstel-Cohen, Israel 2004) and *Avenge But One of My Eyes* (Mogradi, Israel 2005). All films deals centrally with the suicide trope, though the Palestinian film is a fiction feature, and is centred around current, realistic suicide-bombing situation, in the manner of *Munich* (Spielberg, USA 2005) and the Israeli films are both documentaries, dealing with the deep-seated suicide tropes of Samson and Massada, and how those are inculcated in new generations of young Israelis, especially in the case of the trips to Massada. A study of the films would, I contend, allow a new way of understanding of the place of the suicide trope in both political cultures, and the place this trope plays in current socio-cultural discourse. As those three films are representative of a number of other in Israel/Palestine, and have also been made on the background of other films from a number of countries, the patterns discovered range further than the narrow confines of the Middle East conflict between Palestinians and Israelis.

Media and Cultural Studies in the Arab world: Making bridges to local discourses of modernity

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THIS PAPER ARGUES that the 'de-westernization' of media and communication theory in the Arab/Islamic context is better understood when reconnected with contemporary Arab philosophical discourses of modernity. Using examples from work by mostly Maghrebi thinkers and philosophers, this paper demonstrates how the de-westernization debate in Arab scholarship originates in problematics inherent to contemporary Arab thought, especially in the duality problematic of *assala* (originality) and *mu'assara* (contemporaneity). It also critiques 'de-westernization' as 'dis-

course' and argues for a 'dialogic' approach that operates within a double-critique structure, where 'de-westernization' processes can too become objects of critique and subversion. Debate on modernity in contemporary Arab thought is multi-faceted and occupies different cultural temporalities. It is framed and discussed within different stages of Modernity's development (as a philosophical concept) and, as such, is at once Hegelian, Heideggerian, Neo-Marxist; Foucauldian, modernist and post-modernist. The 'West', because of its dual nature as 'model' and 'enemy', is presented in contemporary Arab thought not merely as a civilisational alternative, but also as a kind of *assl* (originality), belonging to the future rather than the past (Jabri 1989). What the Arab discourse of modernity is not about, as yet, argues this paper, is humans and lived experience. We simply cannot make sense of modernity in the Arab world today without making sense of what it means to be modern, and if living in a mass mediated world is part of modern experience, then a philosophical discourse that ignores this, I argue, is surely lacking in contemporaneity; a key component of modernity.

Empire, media and social action: The contemporary Arab conjuncture

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THIS PAPER WILL engage the western-centered optic of much mainstream western (English language) discourse about media in the Arab world. These discourses, (including both public discourse and academic scholarship) make some fundamental assumptions about the character of both media and society in general, projecting a particular form of liberal market media and liberal market economies, and by extension the socio-economic relationships they sustain, as well as the socio-political discourses generated by and around these, as both the norm and the ideal. Through this narrow optic, the understanding and analysis of media discourses, practices and configurations in the Arab world (and indeed elsewhere) is already pre-figured by the valorization of norms and practices within the western-centered capitalist order. This approach, and the framework that constitutes it, is one that radically effaces the character of media/social discourses as themselves organizations of social action and agency, and obscures their embeddedness within a colonial world system that has today reconfigured itself into a global imperium dominated by a few powers, which at the contemporary moment requires the waging of continuous war on one front or another, in one mode or another.

This paper suggests that dominant systemic public and academic discourses about Arab media are best understood, within the terms of a political pragmatics of communication, as themselves modes of social-political action emerging from within a hegemonic colonial capitalist world order. Despite the individual reporter's orientation to getting to the 'truth' of an event, or the individual scholar's commitment to exploring the organization of media institutions and discourses in the Arab world, the frames within which much of this is embedded occludes the genuine understanding of the actual endogenous organization and dynamic of Arab public and media discourses, which themselves are also modes of social action differentially situated (often but not always oppositionally) within the hegemonic order.

The paper will address the mutually self-sustaining elements of this mode of 'knowledge production': the critiques, assessments and descriptions of Arab media, accomplished through the lens of an increasingly demanding hegemonic order, have their corollary in the mainstream western media's almost systematic neglect and excision of the substantive critical issues as articulated by indigenous voices within the Arab public sphere, as well as of the trajectory of actual events that provide this sphere's terms of reference

and topoi of concern. This will be discussed in relation to a number of media sites of relevance which will include, as time permits, discourses on Al Jazeera satellite television, Al Manar satellite television and the Danish Cartoon Controversy.

Iranian intellectuals, the emerging public sphere and the question of 'modernity'

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THIS PAPER REVIEWS and examines the question of Iranian public intellectuals 'encounter with modernity' and cultural modernization. In a large volume of scholarships on the Iranian intellectual history and their role, many have argued that the intellectuals have been at the cross road of two distinct sources of influence: 'Western' and 'Islamic'. Mapping the rise of religious intellectuals in Iran in the context of reformist movement of the 1990s, in which the Iranian press played a crucial role, many have highlighted the shift in the ideological orientation of a section of political elite from a 'radical' to a more 'liberal' interpretation of Islam. Considerable attention has been paid to the 'religious/secular' divide which is often seen as a key demarcation between thinkers. The more dominant trend has been toward serious analysis of the emergence of a new 'Islamic modernity' as the intellectual voice of the Islamic Republic and beyond. This paper suggests that such analyses tend to privilege select individual voices and their political philosophies at the expense of a broader sociological and communications-inflected analysis of who actually gets to speak inside (the Islamic Republic of) Iran, who gets noticed and how individuals are recognised as intellectuals, by definition a public process. It also questions why analysis of intellectual debate and activities should be narrowed to only Islamic intellectuals, ignoring therefore, not only the substantial contribution by secular intellectuals, but also the impact of 'western thought' on Islamic intellectuals too. This paper recognizes the contribution of religious intellectuals, including journalists, in popularising the demand for new order, but suggests that the sole focus on such social forces by many commentators neglect the broader impact of private capital and imperialism. The paper argues that the issue is simply not one of 'national' or 'religious' royalties, but intellectuals' class position in an increasingly globalised capitalism. In examining whether the practices of the intellectuals is local and specific and unique, this paper suggests that re-centering the debate about 'culture' and 'modernity' around the 'west', highlights the very real impact of imperialism, and projects locally what are global issues (privatization, liberalization, etc.). +In this process these religious intellectuals and their media by focusing on religious reform, not only continue to entrap the principal theoretical challenge to the Iranian state in an Islamic language, but by diverting criticism of capitalism and imperialism to 'Islam' and 'state', camouflage inequality and exploitation and celebrate liberalisation.

Cultural Globalization: Media, organizations, programs, language

The (unintentional) identity politics of world news slide shows. Clashes and convergences of technological and cultural globalization

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WITH THE OVER all increase of the use of pictures in news journalism, the use of news pictures with no other accompanying text than a short caption increases as well (Roosvall 2005). These "picture paragraphs" usually originate from international picture agencies and are circulated widely, not the least in web editions of various newspapers. In this paper a sub-genre of world news, called: "24 hours in pictures" (the Guardian) or "Eye on the World" (Washington Post) is explored as it appears in the web editions of - mainly - these newspapers. The sub-genre is constituted by slide shows with multiple pictures from around the world flashing by, new ones every day. Although allegedly capturing the everyday, the pictures are as a rule spectacular, colourful and/or aesthetic. They seem to focus on what is popularly understood as culture; here in an uneasy mix of mainly ethnicity, religion and gender; and subsequently – by the ratio of the genre – related to nationhood.

In times of mass mediation, migration and globalization, cultural differences tend to take the form of culturalism (Appadurai 1996:16). Culturalism, put simply, is, to quote Arjun Appadurai (1996:15) "identity politics mobilized at the level of the nation-state". Identity politics (Fraser 2000, Hansen 2000, Okin 1999, Woodward 1997), as performed by the media, is however not intentional, at least not in the sense that it was intended by those whose identities are at stake. Represented identity politics can rather be defined as (unintentionally) performed by others than the groups that are being described; in this case the media (and it can in the end be anticipated to influence deliberate identity politics where movements may contest or integrate the represented features). Identity politics the media way, is clearly working with recognition of differences rather than redistribution of means, following Fraser's (2000) conceptualizations. But there are still openings for choices between the identity model, where identities are reified and the status model where what requires recognition is not group identities but "the status of individual group members as full partners in social interaction" (Fraser 2000:113).

The main research question of this paper is how represented identities are constructed in the world news slide shows, with special attention given to focus on identity/status, how nationhood and culture(alism) are connected and how this furthermore can be related to cultural and technical globalization (Appadurai 1996, Crofts-Wiley 2004, Rantanen 2005, Thörn 2004). How do cultural globalization, understood as undermining/transcending alleged stereotypical relations between geography and identity, and technological globalization with opportunities for connectivity and rapprochement, come into play and interrelate? Does cultural globalization correlate with the promises of technological globalization or does the increased visualization, aestheticization and circulation rather promote than undermine stereotypical relations between geography and identity? Theories on globalization and identity politics constitute the theoretical rationale of this paper (see above). Methodologically, the multimodality of texts and pictures are examined in a combined mapping and more close-reading mix of discourse analysis and social semiotics (cf Becker 2000, Chouliaraki 2006, Wodak 2001).

eColonialism theory revisited: A new global NGO

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MAJOR ISSUES AND discussions surrounding global communication revolve around two newly emerging trends. A great deal of the initial criticism and literature dealing with cultural imperialism focused on the United States and its production centers in Hollywood for feature films and New York for television series and music. Recently, this criticism has broadened considerably to take in new stakeholders ranging from Sony Pictures with corporate headquarters in Japan, to European initiatives focusing primarily on Bertelsmann of Germany, and a host of others. The current issue is not that cultural imperialism has subsided, but rather it has expanded into a multinational phenomena where a few major, highly advanced nation-states are now dominating theater screens, televisions, video and audio cassettes, iPods, and DVD markets around the globe.

In response to this new reality and the broadly based electronic assault being successfully marketed by a broader range and more sophisticated set of stakeholders, eColonialism theory explains the cultural dimension. In addition a parallel movement among a cluster of nation-states who share the collective concern about transnational cultural issues and what they perceive as an assault on cultural diversity has emerged.

The group is known as the International Network on Cultural Diversity (INCD). In the face of growing globalization of the communication and information industries, this international group of cultural groups is seeking to strengthen cultural policies in order to protect not only their own indigenous cultures, and languages, but also diversity, pluralism, creativity, and employment. The INCD also seeks to promote alternative views concerning the appropriate role of cultural industries in a global, digital environment. The INCD seeks to provide a counterpoint to today's more dominant and successful commercial model as practiced by leading multinational firms in the audio-visual sector. They are opposed to cultural homogenization. The INCD is becoming more sophisticated and obtaining greater political support particularly as it focuses attention on international agreements/conventions with UNESCO and the likelihood that cultural industries will be included in future free trade agreements, especially those being discussed by the World Trade Organization (WTO).

Different narrative structures and representations of historical recognitions between Korean and Chinese TV historical drama: A semiotic study on Korean KBS and Chinese CCTV

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THIS STUDY EXAMINED different narratives of historical recognition on Korean and Chinese TV historical dramas, and mythical and ideological differences in the process of representing the history by analyzing narrative structures of 'historical facts' of Korean and Chinese TV's historical dramas based on the same historical event. It also accordingly inquired into connotative meanings in societies of both nations. The authors applied various semiotic research methods for analyzing broadcast on KBS, Korea, and televised on CCTV, China.

For results of this study, first, the Korean drama displayed a conflicting composition, 'the invasion of Tang Dynasty and the resistance of Goguryeo Dynasty' on the assumption that both Goguryeo Dynasty and Balhae (or Bohai) Dynasty were parts of her history, recognized the balance of power among races as

peace and strongly contained the longing for a powerful country. Second, the Chinese drama also recognized both Goguryeo Dynasty and Balhae Dynasty as parts of her history as well displaying a conflicting composition 'the rebellion of Goguryeo Dynasty and the punishment of Tang Dynasty'. It also recognized an order under the arbitration of China as peace, and there was an identification of Chinese hegemony, 'Sinocentrism'. Third, both dramas thoroughly spoke for their own countries' positions at the point of time as both countries confronted severely at taking Goguryeo Dynasty and Balhae Dynasty as their own history, intentionally distorting and dramatizing historical individuals and events.

In conclusion, both Korean and Chinese historical dramas displayed big and serious differences according to their own historical recognitions, and moreover, they indicated a new national myth and ideology to their own people in the midst of reorganizing the ever changing international orders of Northeast Asian countries.

Compréhension des valeurs nationales par l'étude des métaphores culturelles des pays du Sud : études comparatives de perception pour une meilleure communication internationale

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AVEC LA MONDIALISATION, les techniques et outils actuels de communication explosent les frontières physiques à l'échelle du globe mais l'enculturation propre à chaque nation reste intacte voire s'affirme davantage. Le contraste culturel résultant, ajouté à notre propension naturelle à l'ethnocentrisme créent des discordances dans les processus de communication internationale.

La notion d'unité-diversité du genre humain, d'un point de vue culturel, retient ici toute notre attention et fait l'objet de notre étude.

Plusieurs auteurs dont Edward T. Hall et Geert Hofstede, se sont déjà intéressés à cette problématique d'un point de vue philosophique et psychosociologique. Il est donc important d'aborder le problème sous un angle purement communicationnel. Notre démarche originale utilise une méthodologie d'analyse lexicométrique des signes et symboles dans le discours de populations issues des pays émergents comme le Sénégal, le Vietnam, ou encore le Brésil par opposition aux pays du Nord, riches et développés.

Nous supposons que les conflits ou clash communicationnels résident dans la non compréhension des métaphores culturelles et nuisent aux interactions verbales ou non verbales au sein d'organisations et entreprises multinationales.

Inspirés des travaux de Martin J. Gannon¹, nous focalisons ainsi notre analyse sur l'étude des métaphores culturelles. Il s'agit de phénomènes distinctifs, d'institutions ou encore d'activités exprimant des valeurs nationales, comme par exemple l'autel des ancêtres vietnamien ou la samba brésilienne.

Partant du constat qu'il est difficile pour un étranger de comprendre de telles métaphores et d'assimiler les valeurs qu'elles expriment, nous procédons à des études comparatives de perception de métaphores culturelles, montrant ainsi que les métaphores culturelles fournissent un fondement identitaire aux organisations et expriment leur appartenance à la société environnante.

Media control, flows and contra-flows: Legitimacy and piracy

Dilemmas of local media control in the era of media liberalization in Turkey

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THE 1980S AND 1990s witnessed significant changes in the media systems of developing countries as state-controlled broadcasting gave way to the pressures of privatisation, deregulation and the infiltration of global media and culture. In Turkey, the new communications space that opened up with the help of global communication technologies has played an important role in the empowerment of marginal or forgotten groups and voices and their integration with the global system. While this space initially functioned as an alternative public forum to question modernity and national-cultural identities, and to resist top-down economic, political, and cultural systems, it also has been a site for conflicts and power struggles within the different political groups, communities and towns in which these new stations are built and run. This article aims to discuss some of the consequences of media privatisation and liberalisation on the local media systems of developing countries, such as strict state rules and regulations and local elites' exertion of power by exploring the challenges faced by emerging local media institutions in rural Turkey after the state monopoly on media was broken in 1990. Drawing from the ethnographic work I conducted in 2001 on youth and local media in Southeast Turkey and based on my interviews with local journalists and the owners and employees of local radio and TV stations, this paper examines the impact of globalisation and commercialisation of Turkish national media on local broadcasting in the city of Sanliurfa, which is located near the Syrian border and is inhabited by around half a million Turkish citizens of Kurdish and mostly Arabic descent. The questions it aims to tackle are: 1) In an environment where big commercial media enterprises prioritize entertainment programming and avoid any criticism of the state due to economic interests, what are the problems that local media undergo in developing countries with newly liberalizing media systems? 2) How do their struggles help us understand the impact of globalization and commercialization at the local level?

Outsiders on the inside? Pirate radio and the media policy-making process in India and Thailand

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PIRATE RADIO BROADCASTERS have emerged - and continue to emerge - all over the world, in places that lack sufficient legal means for citizens to have access to the radio waves. They operate in opposition to government controlled airwaves as a crucial means of providing information and news during times of civil war and unrest, and for some, just for fun, or "because we can." Governments have used pirate radio as a means of broadcasting clandestine information across otherwise closed borders. Even in an era of increasingly Internet-based radio listening in western countries, FM pirate radio stations continue to emerge as forms of resistance to the corporate domination of the airwaves, and as alternative media outlets in their own right, in large part because radio is an affordable technology, easy to operate, and accessible for listening audiences.

There is a tendency to write off pirate radio stations as one-off projects of hacks interfering with legitimate radio stations for fun.

Or in Britain, the common narrative around pirates is that of a haven for gang culture, drugs, and underground clubs. While there are certainly examples of pirate stations that fit both these stereotypes, the failure of many media scholars, policy makers, and the general public to adequately account for the impact of pirate radio, is a disservice to an important site of the battle over media ownership and so-called "citizen" access to the airwaves.

Pirate radio has demonstrated the need for more media diversity and public access and less corporate and government domination of the airwaves, has galvanized a movement of media activists, and has entered as the cultural lexicon as an evocative symbol of media resistance. Pirate radio is both an alternative to mainstream media and a site where important battles over communication rights are taking place.

But what has been the impact of pirates in the media policy-making process? Are there transnational networks and interconnections that have aided their efforts? Have pirate radio movements been important sites of intervention by civil society?

This paper is a comparative study of the role of pirate radio in media reform and media policy making in a global context. It draws largely on India and Thailand, however, the larger research project this paper is drawn from a range of international comparisons including Italy, France, Hungary, the UK and Ireland, the US, Mexico and Eastern Europe. The focus on tensions in India and Thailand emerges in light of the timeliness of the struggle both countries are engaged in regarding the development of community broadcasting and questions related to the transition of pirate broadcasters into licensed stations (for example, Thailand has an estimated 2000 pirate radio stations operating at present).

This research draws on comparative media policy studies (Hallin and Mancini), discourse around the role of civil society in the policy making process (Raboy, Calabrese, Padovani), the framework of an enabling environment for media policy (Price, Buckley et al), first-person interviews and case study research.

Border radio: Prospective roles in strengthening the relationship between Thailand and Laos

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THE RESEARCH AIMS at employing the participatory international communication concept to find out whether the notion can be applied to the context of Thailand and Laos. The research employs the structured interview (personal interview), in-depth interview, and panel meeting techniques with radio practitioners who run community and local radio in Nong Khai Province, Thailand; and delegates from Laos. The Province is located geographically opposite Vientiane, the capital city of Laos, the site of first Thai-Lao Friendship Bridge. The radio signals at the borders can be received in Laos.

The research finds that the "Twin radio" initiative project by the Thai Ministry of Foreign Affairs in association with the Thai Government Public Relations Department and Lao National Radio could not be implemented. More effort was needed from both. However, the respondents agree that border radio can play an important role in promoting Thai-Lao culture exclusive of political aspects. The Laotian delegates also acknowledge the potential of participating in the project subject to more precise principles agreed by both sides.

The notion of participatory communication for development faces difficulties in application of international communication, particularly in the Thailand and Laos context. The difficulties stem from the distrust and differences in presuppositions on both sides, which might be influenced by the different governance of the countries. Even so, they enjoy good relations in the cultural perspective as they are nearly identical. Laotian and Thai people come

and join together many cultural activities such as regatta on the Mekhong River.

Although the language used by Thai and Laotian people who live along the border usually has no need for translation, there are some phrases sensitive to the relations. For instance, the Thai language phrase Ban Pee Muang Nong, which can be directly translated as 'elder sibling home' and 'younger sibling town', has been spoken by Thai people unconsciously and consciously. The phrase in some respects represents Thailand as a 'big brother'. Some Laotians question why they are the younger brother/sister. The phrase was suggested to avoid in Thai border radio.

Despite such difficulties, the border radio plays a crucial role in economic and educational arenas for both countries. The Thai border radio stations broadcast advertisements of Laotian products such as Laotian magazines and of Thai products targeted at the Laotian consumer. Lao radio transmits the programs in the Lao language and French. The latter more or less are used by Thai schools for teaching French.

It is challenging for Thai and Lao governments to engage the notion of participatory international communication for promoting Thai-Lao relations. Facilitating factors in the notion such as dialogue and knowledge sharing should be employed. The border radio will thus not only play a role in strengthening relations, but also in the development of both countries.

Perspectives of international broadcasting for promoting intercultural dialogue: A case study of Germany's Deutsche Welle in the Arab world

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THE PAPER WILL examine the performance of Deutsche Welle's Arabic TV -program concerning its topical agenda and its connectivity to the Arab world to evaluate its role in promoting intercultural dialogue. The paper will present the main results of a comparative content analysis embedding them in a theoretical concept of media-promoted intercultural dialogue. Taking the results as a starting point, suggestions will be made for how to improve the performance of government-led international broadcasting to overcome cultural divides.

With the beginnings of media globalization and digitalization in the 1990s, the main instrument of public diplomacy efforts that is government-led international broadcasting seemed to be outdated. During the cold war, its main functions had been to intervene in crises of information, to compensate lacks in information infrastructures in remote areas and to propagate "the truth" to foe states (Groebel 2000: 54f.). Today, however, not access to information is the problem, but multiple interpretations of information and the subsequent disputes and miscommunication. In an era shaped by migration and transnational relations, the potential of international broadcasting therefore lies in promoting intercultural dialogue and overcoming cultural divides.

In the light of an emerging conflictual relationship between the Arab and the Western world that has evolved into a crisis after September 11 and the Iraq war, international broadcasting was (re)activated to address the Arab people. The Western states, however, follow different approaches with their broadcasting tools. When the U.S. developed Radio Sawa and al-Hurra TV to target Arab publics, they explicitly reinforced their missionary attempts "to win over the Arab's hearts and minds" (Djerejian 2003). In contrast the German Deutsche Welle claims "to provide a forum aimed at promoting understanding and dialogue between cultures and peoples" (Deutsche Welle 2007).

Focussing on dialogue instead of propagandistic monologue requires, according to Hafez, to balance sensibly "the broadcasting countries' interest in presenting themselves in a particular way with the target countries' interest in information" (2007: 123).

Moreover, Zollner – in referring to Habermas' theory of communicative action – proposes a communication model of "negotiated understanding" (2006: 167) for dialogue-oriented international broadcasting.

From these theoretical assumptions follows that international broadcasting in the Arab world is obliged to factor in the agenda set by relevant regional media in order to remain attached to Arab audiences. Since the rise of new media in the Arab world, al-Jazeera und al-Arabiya have become regional opinion leaders on which Arab audiences rely heavily to satisfy their information needs. On the other hand, international broadcasting needs to broaden the existing agenda with connective topics and varying views.

The results are based on a content analysis of two days each in 2006 and 2007 comparing DWTV Arabia's news programs with those of the major pan-Arab channels al-Jazeera and al-Arabiya. Comparing categories have been the general subject areas covered, the detailed topical agenda, the regional reference and the type of presentation.

The results show substantial deficits in D WTV Arabia's performance to reach its goal of promoting intercultural dialogue. Neither the topical agenda focussing on global conflict and catastrophes or euro-centric topics, nor the missing regional reference help to stimulate mutual understanding or dialogue.

The New World Order and "The Voices:" International radio broadcasters after the Cold War

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INFORMATION DISTRIBUTION AND content are essential instruments of power. The invention of many means of high-speed communication have linked the world and made possible the flow of information across borders as never before. Despite technological advancements in communication, short wave radio-one of the oldest electronic means of spreading information across borders-has survived for almost a century and is still considered a significant agent of international communication. The main characteristic of international radio that might account for its survival is its extremely efficient adaptability in the face of geo-political change.

Relying on the political discourse on transatlantic relations after the Cold War as theoretical guidance, this study compares and contrasts the content of the U.S. and Western European international radio broadcasts to determine the role of the foreign radio in the contemporary international flow of information. The main newscasts of Voice of America (VOA), British Broadcasting Company -foreign services (BBC), Radio Free Europe (RFE), and Deutsche Welle (DW) in the Albanian language were content analyzed to observe if the changes in world politics after the Cold War have affected the way the Western international radio convey their messages to the world.

The results of this study finds significant similarities in the news selection and content of the VOA, BBC, RFE, and DW suggesting that international radios are driven mostly by news values when reporting international affairs. In their newscasts in the Albanian language, they all dedicate the greatest amount of news to stories from the targeted countries and the surrounding region (Europe) and to conflict areas in the world. Further, these international broadcasts tend to report on the same issues and rely on similar sources.

However, a closer examination of the content of western radio broadcasts reveals that some differences exist between the U.S. and European broadcasts as well as between individual radio broadcasts. VOA and RFE tend to be more ethnocentric, by paying considerable attention to U.S. foreign policy and by reporting international news in the unilateral frame, consistent with the

country's policies. On the other hand, the European broadcasts tend to be less ethnocentric, even though considerable differences exist between BBC and DW. Though these two radio stations rely mainly on the multilateral frame when reporting international conflicts, they often tend to emphasize the EU's involvement in international relations.

The conclusions of this study suggest that overall international radio broadcasters have lost their Cold War role as ideological fighters against political adversaries. Nowadays radio broadcasts are driven more by news values and the market. However, the foreign policy role still remains the main reason why they are on air. This is particularly true for the U.S. broadcasters. VOA and RFE continue to propagate U.S. policy and superiority over the rest of the world, including overseas partners, although they do so with a moderate tone.

POSTER SESSIONS

Global news studies: Images, representations, ethics

This is Mr. Putin: Presidential character and the image of Russia abroad

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VLADIMIR PUTIN, THE President of the Russian Federation, was named Time Magazine's person of the year 2007. Regardless of his negative portrayal by Western politicians and journalists, many would agree that President Putin strengthened Russia's international position and notably contributed to the restoration of its image. The goal of this study is to analyze the coverage of two significant events that took place in 2007 and are thought to have an influence on the international image of Russia. These events are the Munich Conference on Security Policy in Germany, held in February 2007, and the meeting of the International Olympic Committee in Guatemala in July 2007.

The researcher hypothesized that the coverage of President Putin with regards to the two events differed significantly. The Munich Conference was held at a time when the Russian-Western (particularly Russian-U.S.) relations experienced diplomatic tension, following the killing of Anna Politkovskaya, an independent Russian journalist, and Alexander Litvinenko, a former employee of the Russian Federal Security Service. Western media were flooded with news stories about the two killings, leading to negative associations with the Russian government and president. The tension culminated after President Putin, in his speech to the Munich Conference, accused the United States of attempting to create a unipolar world and to expand NATO to the East.

The other event chosen for analysis was the meeting of the International Olympic Committee, where Sochi, a southern Russian city, was announced host of the 2014 Winter Olympics. The role of President Putin, who publicly supported Sochi in the Guatemala conference, was viewed as positive by Russian people, while the victory was considered a golden opportunity to improve and restore Russia's bruised image.

Over 400 news and feature stories from major world publications will be content-analyzed to find how President Putin was depicted by Western media before and after the two aforementioned events (conferences). The analysis is based on presidential character models proposed by Barber's (1992) and Holbert's, et. al. (2005). Barber distinguishes between active and passive as well as positive and negative political leaders. Holbert, et. al. identifies three types of presidential character: executive, political candidate, and private citizen. Furthermore, the research examines the association of President Putin with the state of Russia as a

part of the international system, the Russian political elite, and the Russian people.

Preliminary results show that Western media are prone to associate President Putin with the state of Russia. He is, almost, portrayed as the only official representing the country abroad, while the media refrain from associating him with the Russian political elite and the Russian people. Putin is portrayed as an active leader and mostly as an executive rather than a political candidate or a private citizen. As a speaker at the Munich Conference, he is negatively portrayed as a "cynical," "authoritarian," and "ex-KGB type" leader. The media take a different turn when covering the meeting in Guatemala, where President Putin is depicted as an independent, strong and positive leader.

Al-Jazeera's coverage of the Moroccan election 2007

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THIS RESEARCH SEEKS to define and analyze various aspects of Al-Jazeera's coverage of the 2007 parliamentary election in Morocco as it appeared in its Arabic website. The analysis quantifies and evaluates 35 editorial items that appeared on the website during 40 days, commencing two weeks before the official announcement of the election campaign and ending several days after the election. The study attempts to examine how the website covered this election by application of a number of methods, including data coding, close reading of stories, content and trend analysis. The outcome provides an overview of the website's method of operation in covering the election campaign: its content priorities, volume of material, use of sources, treatment of party leaders, and many other facets of electoral coverage. While qualities such as balance and objectivity are defined and verified, the analysis located no evidence of any systematic and deliberate partiality on the part of journalists!

ts and editors. Al-Jazeera seems to have approached its tasks in accordance with accepted journalistic standards and practice. The framing of a national election campaign has major implications for the nature of the political messages that Al-Jazeera, a regional news website, intends to deliver to Moroccan audiences. Al-Jazeera is not a Moroccan news website, yet it has become important to national election campaigns as channel for political information. Al-Jazeera has primed stories and framed the context of the electoral campaigning. By covering Moroccan election 2007, Al-Jazeera thus provides adequate coverage of the 2007 election, a key democratic institution but at the same time has a vested interest in talking up its most conjectural and conflicting aspects to maximise appeal to Moroccan readers.

A news recipe for disaster? Mediatized representations of international humanitarian crises in Belgian newspapers, 1986-2007

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OUR UNDERSTANDING OF the world is to a great extent influenced and shaped by media and in particular news coverage. News seems to carry a unique signifying power; a power to represent events in particular ways. Contrary to the increasing globalisation of our society and culture, previous studies have however demonstrated a significant decline in the amount of international news covered by the Western media. In this paper we examine the mediatized representation of international humanitarian

crises, with a focus on natural and technological disasters. This research project investigates the way news media cover humanitarian crises and attempts to unravel the underlying reasons why some disasters obtain worldwide attention while others are seemingly destined to be neglected.

Drawing upon key notions within the field of International Communication and theories on distant suffering, our longitudinal analysis of the news coverage (1986 till 2007) reveals sharp divides and global inequalities. Compared to the international emergency events database (EM-OAT by WHO CRED) which tracks all natural and technological disasters since 1988 and stretches back to 1900, the four major Belgian newspapers seem to provide an incomplete representation of the world. Especially crises in the peripheral South and disaster situations developing gradually over a longer time period are struggling to get attention. The quantitative content analysis shows that a link with home country Belgium or the Western hemisphere is almost an indispensable condition for newspapers to cover such events. The location of the affected country or region is of course just one factor determining the newsworthiness of an international disaster besides aspects as its scale and the presence of Western victims. In general, the data support the claim that our Western news media reproduce a certain kind of world order, mainly a Eurocentric one. The study further deals with the difference in coverage between quality newspapers and the so-called broadloids, the increasing dependence on Western news agencies for foreign coverage, the use of explicit images regarding distant suffering and the trends in reporting on humanitarian crises since 1986 till 2007.

In short, this paper argues that the transnational information flow on humanitarian crises reflects the global differences, divides and power relations which characterize our contemporary world.

Globalisation and transnational broadcasting: Coverage of international news by television news channels in India

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THE PAPER ANALYSES international news content disseminated by Indian News channels and its perception by the foreign policy makers, academicians and journalists in this era of globalisation. A sustained observation of the news content shows that the five main news agencies of the world continue to dominate news flow contents to these news channels. This hegemony contributes to the global divide in media.

Increase in international news content through multiple round the clock television news channels in India does not reflect diversity in content but only multiplies the limited perception of the world strengthening the North-South divide against the objectives of the New World Information and Communication Order (NWICO).

Many Voices One World, a report by the International Commission for the study of communication problems highlighted that the Third World Countries suffered from colonial hangover and due to historical reasons the flow of information and communication suited the interests of a few dominant countries of the world.

India led the third world nations to form the non-aligned news agencies pool (NANAP) with the primary objective of creating and disseminating information content that was critical for the development of these countries.

The fast changing media landscape in India with over 300 television channels and over a hundred news channels is witness to globalisation of information. In these circumstances the importance of television news is fundamental as it is the window to the world for most Indians. It creates the picture that we carry in our minds. If news is anything presented by the news medium then

there is a need for a systematic understanding of what makes news, why and for whom?

While satellite and digital communication systems allow all possibilities to all countries in exchanging information, a sustained observation shows that this has not been possible and the conventional patterns of news flow still exist. The five major news agencies of the world continue to take editorial stand for most of the international content that flows through these television news channels to reach the masses. What is disturbing is the silence over the 'other' perspective.

Surveys, panel and focus group discussions are used along with analysis of the international news content of India's three national news channels which get posted on their online websites. A weeks prime time news content is studied to establish the imbalance in the coverage and treatment of international news.

The Arab-Canadian media, relations, and peacekeeping policy during war on Iraq

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IN TODAY'S WORLD, the role of the mass media and news production, especially transnational news production, is very important. Through a variety of techniques, some subtle, and some not, the mass media provide a background reality against which individuals go about their daily lives. As most people's primary source of information the media also influence public opinion about political issues. This makes the mass media a particularly potent political tool during times of war, as the world has most recently witnessed during the 2003 War on Iraq (03WOI). In fact, it would not be going too far to say that, alongside the military war on the ground, the world witnessed a media war on its television screens. Each side aimed at achieving its own specific political and strategic ends through the use of the mass media. This was especially true of the U.S., with its highly developed media networks such as CNN. Starting in the fall of 2002, continuing intensively throughout the winter of 2003, and carrying into the present, the international mass media's wide range of audiences have had little choice but to watch, hear, and read about the 03WOI.

This paper compares the mass media of two different political systems-the Arab and the Canadian-and their coverage of the 2003 War on Iraq. These two were chosen because of their geographic and ideological proximity to the two main adversaries-the United States and Iraq, as well as their noncombatant status. After a discussion of the background of the 03WOI and the Arab-Canadian involvement in the war, as well as a discussion of the Arab-Canadian relations, the paper demonstrates how the mass media of both the Arab and Canadian systems qualitatively portrayed and delivered transnational news about the same event, as well as how this delivery reflected their peacekeeping policies and their mutual relations. While the mass media on both sides played an effective role in directing their audience's attention towards specific areas of interest consistent with the entire policy of their respective political systems, at the same time neither side neglected the nature of their mutual relations. The peacekeeping policy of each side was upheld and their prior relationship was not affected by their geographic and ideological proximity to the adversaries of the war.

Big T, little t: Truth amidst news & telenovelas

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ALTHOUGH NEWS IS typically studied in isolation from other media, connections between entertainment forms and news are increasing, and scholars are calling for more or “other” news studies amidst “material about sport, music, entertainment, gossip and other human interest matters” (McQuail, 2000, p. 232).

In Brazil, entertainment and news have evolved in the telenovela genre. Telenovelas are phenomenally popular television serial melodramas that highlight contemporary social and political issues and typically run 120 episodes through six day per week broadcasts. The 9 p.m.-slotted telenovela – one of three per evening – traditionally is the most popular, securing unusual audience attention. Ironically and historically, news is more suspect (as per a long history of military censorship, etc.) and telenovelas are more credible.

What is the relationship between Brazilian news and telenovelas? How are social, cultural and political events framed in the Brazilian news media, and how are those events that also appear in the telenovela presented? How is truth communicated to a society outside normal journalistic conventions? What roles do telenovelas play in a democratic society?

This analysis, part of an ongoing project, sets the framework to address these questions through a meta-analysis of telenovela studies.

Media economics, culture, and technology in international context

Selling participation to audiences

KUO HUANG AND NAREN CHITTY
MACQUARIE UNIVERSITY, AUSTRALIA

MEDIA GLOBALIZATION IS facilitated by development of new technologies within a framework of digitisation and convergence. Media is constantly evolving. Contemporary new media provide networks through which the mingling of media occurs, shaping a ‘multi-mediacy’ age, and a connecting of mediated/mediating venues in a condition of ‘immediacy’. Additionally, the business of communication has evolved from being the ‘communication of business’ to the ‘business of business’. Multi-mediacy and immediacy have generated new avenues of profit from media. The paper will draw on Chitty’s theorisation on web transaction venues to discuss new ways of farming of revenue from media. Media revenues have in the past and today been drawn from licence fees, media subscriptions and advertising (through the ‘rental’ of audiences to advertisers). Today media networks also sell ‘participation’ to audiences directly by charging for text message voting. They also sell a range of products and services through web-venue based commerce. This paper will undertake case studies to examine the increasing trend of ‘direct sale to audiences’. The case studies that will be used are (A) the intervention of Chinese Service Providers in reality TV shows and (B) E-commerce on the Internet. Case Study A1 will look at Monternet (mo[bile i]nternet) which participates “Super 6+1” in CCTV-2 and A2 will look at Linktone, serving 2005 the Hunan Satellite TV programme, “Super Girl”. In Case Study B, the E-commerce site at www.taobao.com. will be examined. Taobao is more successful than Ebay in China. The paper will also investigate the influences of ‘direct sale to audiences’ on the quality of media products and communication

flow between media and audience and more generally discuss the consequences of the ‘direct sale of audience’ to both the media and audience sides.

A cross-cultural study of consumer adoption of Massively Multiplayer Online Role-playing Games (MMORPG) in U.S. and Taiwan

KENNETH YANG
THE UNIVERSITY OF TEXAS AT EL PASO, USA

COMPUTER AND VIDEO game industry has grown rapidly in the past few years. According to the statistics published by the Entertainment Software Association (ESA, 2005, cited in Yang, Roskos-Ewoldsen, Dinu, & Arpan, 2006), computer and videogame have grown to an industry of 7.3 billion U.S. dollars in 2004. Over 248 million computer and videogames were sold in the United States. Furthermore, 50% of American consumers from all age groups are found to play computer or videogames (ESA, 2005, cited in Yang, Roskos-Ewoldsen, Dinu, & Arpan, 2006). Given the increasing importance of online or offline computer game for many Internet users, there has been a lot of interest in researching the impacts of video and computer games (Raessens & Goldstein, 2005).

Nevertheless, in spite of the abundant amount of research for the applications of computer and videogame in education (Aguilera & Mendiz, 2003), advertising and marketing (Ip & Jacobs, 2005; Yang, Roskos-Ewoldsen, Dinu, & Arpan, 2006), critical culture (Apperley, 2006; Bryce & Rutter, 2005), and psychological (Goldstein, 2005) perspectives, what factors can affect users’ adoption remain to be explored. Mostly importantly, given the connectedness of many massively multiplayer online role-playing game (MMORPG) applications (such as World of Warcraft), it is important to examine how cultural factors have influenced cross-cultural players to adopt this technology.

In this research, we employed Geert Hofstede’s 5-D cultural framework and Venkatesh and Davis’s (2000) extended technology acceptance model (TAM2) to examine the effects of cultural factors on Internet users’ adoption behavior. We intend to develop an integrated framework to predict the impacts of cultural factors on Internet users’ adoption of MMORPG.

Three variables from Venkatesh and Davis’s (2000) extended Technology Acceptance Model (TAM2) are used in constructing the theoretical framework: “subjective norm,” “voluntariness,” and “image.” These three factors are found to be most influenced by social and cultural contexts in which technology adopters were brought up. Five cultural dimensions as proposed by Hofstede’s (1997) are treated as antecedents that predict Internet users’ subjective norm, voluntariness, and image perceptions of MMORPG. These five cultural dimensions include power distance (PDI), uncertainty avoidance (UAI), individualism/collectivism (IDV/COL), masculinity/femininity (MAS/FEM), and long-term orientation (LTO). We argue that, by examining the cultural antecedents leading to various evaluations of MMORPG in terms of subjective norm, image, and voluntariness, we will be able to explain why an Internet users from a specific country perceive MMORPG to be useful, develop a positive attitude toward the technology, and decide to adopt the technology. The proposed integrated model allows researchers to explain the diffusion of MMORPG in different countries by taking their cultural dimensions into consideration.

We propose to recruit 300 MMORPG players from two countries (Taiwan and U.S.), which vary in their five cultural dimensions. For example, Hofstede characterized U.S. as a country low on power distance (40), uncertainty avoidance (46), and long-term orientation (29), but high on individualism (91) and masculinity (62). On the other hand, Taiwan was characterized by Hofstede as low in individualism (17) and masculinity (45), but high in pow-

er distance (58), uncertainty avoidance (69), and long-term orientation (87). Both countries are also comparable in terms of economic development, political and economic systems, and Internet penetration rates. Our online surveys will collect participants' responses to their cultural dimensions as well as their assessment of MMORPG in terms of subjective norms, image, voluntariness, and other components in TAM. Responses will be analyzed using the LISREL technique.

Panels

Panel: Media and violent conflicts

CHAIR:

ROBIN MANSELL

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, UK

PANELISTS:

MONROE PRICE, UNIVERSITY OF PENNSYLVANIA, USA

TIM ALLEN, LONDON SCHOOL OF ECONOMICS, UK

NICOLE STREMLAU, LONDON SCHOOL OF ECONOMICS, UK

SIMON HASELOCK, ALBANY ASSOCIATES UK

IGINIO GAGLIARDONE, LONDON SCHOOL OF ECONOMICS, UK

GARY MUNDY, BBC WORLD SERVICE TRUST, UK

THIS PANEL WILL look at the role of communication in conflict environments. Its focus will be on the divides that separates people within a country or region and on how a variety of local media - be it state-owned newspapers, clandestine radios, commercial peace-radios, or blogs - can either function to exacerbate tension and represent factional interests or serve the role of mediation and peace building.

While the Rwandan genocide is probably the best-known contemporary example of how communication can contribute to violence, linked with inciting hatred and dividing communities, there are many other cases of media-prompted or motivated instability and (ethnic and national) division. In contrast, countries like Sierra Leone or Uganda, media have been successfully used to support reconciliation in war torn areas, through radios communicating with rebels or newspapers leading debates on reconciliation in post-conflict situations.

This panel will explore both theoretical and practical issues related to the study of media and conflict. It's purpose is to offer critical perspectives of how media operate in conflict environments and at the same time to assess and recognize effective local initiatives that have or could contribute to reconciliation and nation building. This panel will bring together academic and practitioner perspectives, and panellists will be asked to comment on common assertions/assumptions by the NGO and donor communities related to media's ability to contribute to democracy and peace promotion, on the one hand, as well as assumptions that are often made about the direct and immediate role that media play in contributing to violence, hatred, and ethnic divisions, on the other.

This panel aims at being the basis for a longer-term research project related to media and conflict, and we hope to use this opportunity to solicit ideas, critical feedback and commentary, and insight that will be used for a future workshop related to the themes and issues addressed during the panel, and possibly an edited book related to the theme of media and conflict.

Panel: Media role in the local-national-global nexus: Comparing Chinese societies

PANELISTS:

CHIN-CHUAN LEE, CITY UNIVERSITY OF HONG KONG / UNIVERSITY OF MINNESOTA.

ZHOU HE, CITY UNIVERSITY OF HONG KONG

FRANCIS LEE, CITY UNIVERSITY OF HONG KONG

WANYING LIN, CITY UNIVERSITY OF HONG KONG

MICHAEL YAO, CITY UNIVERSITY OF HONG KONG

THE CENTER FOR Communication Research at the City University of Hong Kong has conducted a large-scale comparative survey in four mainland Chinese cities (Beijing, Shanghai, Xian, and Chengdu) and an overseas Chinese city (Hong Kong) to explore the role of the media in constructing local, national, and global realities. We define "globalization" in terms of its political, economic, cultural, and environmental dimensions. The perceived impact of globalization can be gauged at the individual, city, national, and world levels. The random samples from five cities represent different social systems as well as different level of economic development and global contact, thus offering many possibilities for doing various levels of comparison.

This panel aims first to present comparative analysis of media role in influencing citizens' attitudes toward globalization. We would like to compare "globalists" versus "locals" among audiences, and to profile the characteristics of "global discontents". Further, we shall analyze how the media mediate the way nationalist sentiments affect the way of seeing the United States as an "ambivalent other." Finally, we shall extrapolate from the dataset to construct an index of glocality, which will illuminate the current global-local debate.

Panel: The many faces of divide in the Middle East: Politics, culture and media under the shadow of Empire

CHAIR:

GHOLAM KHIABANY, LONDON METROPOLITAN UNIVERSITY, UK

PANELISTS:

HAIM BRESHEETH, UNIVERSITY OF EAST LONDON, UK

TARIK SABRY, UNIVERSITY OF WESTMINSTER, UK

LENA JAYYUSI, ZAYED UNIVERSITY, UNITED ARAB EMIRATES

GHOLAM KHIABANY, LONDON METROPOLITAN UNIVERSITY, UK

ALL TOO OFTEN studying the Middle Eastern Media and Society resembles 'stamp collecting', carrying the danger of putting together pieces of information without considering the broader context. Associated with this perceived and constructed 'singular space' is the idea that the Islamic world formed a cultural unity, based upon a common cultural core that only the Orientalist was equipped to decipher. There has been very little separate analysis either of the 'state', or of a distinct sphere called the 'economy', or above all, the wider impact of colonial intervention and re-inscription on the formation and development of media and society through the history of the region. The history of media and modernity in the region is overshadowed by false binaries and a very narrow optic of modernisation dichotomies: modern v tradition, Islam v West, secular v religious fundamentalism. Such binaries suppress the diversities of histories, cultures, struggles and aspirations, and obscure and eliminate the real 'divides' in a colourful quilt that is today's 'Middle East'. In the dominant imperialist narratives of the region's history, culture and media are included in terms of how they cause the Middle East to fit or deviate from the narrative of the West's modernity. This panel directs attention to

the multivalent and multilocal characteristics of orientalist knowledge production, challenging the assumptions of an exclusively Western agency in orientalist knowledge production. The panel highlights the necessity, once again, of the need and the possibilities of going beyond the false binaries, and of speaking with a 'third voice'. It addresses key questions such as: Is Middle Eastern Media Studies a periphery or should it be regarded as part of a wider project of (social) science of society? The panel challenges the provincialism of perceived 'universal' theory of media and society, which has come under attack by proponents of internationalising media theory. But it also highlights the perceived

'alternative', i.e. militant particularism, which is just the flipside of the vacuous universalism it deplors, rather than a genuine alternative to it. The panel is an attempt to test some prevailing approaches regarding the impacts of empire and their consequences for culture and politics. This is also an attempt to combine internal and external factors in determining the politics of culture in the region. Papers will examine political culture, engaging with issues such as 'modernity', democratization and civil society; the role of intellectuals; and political communication and meaning.

Emerging Scholars Network

7

NEWS IN PEACE, NEWS IN CONFLICT: JOURNALISM AND ACTIVISM

Media and Social Integration - The Role of Public Broadcasting Stations in a European comparison

FREDERIKE WOLF
HAMBURG MEDIA SCHOOL, GERMANY

IN THE AGE of social transformation, globalisation and fast multi-media developments, the roles of the media with regard to influences on society are necessary to be analysed. Currently, in politics, in media publicity, and in communication science research, especially the field Media and Integration is picking up great momentum. The expanding European landscape increasingly requires communication. It is agreed that television should ease global divides and mainly benefit society's cohesion. Even so, public broadcasters are often declared to be lacking integrative qualities. Public television's potential for integration has not been duly examined yet, regarding the ideal of a European public, a Europe growing closer together as a home for people from various linguistic and cultural backgrounds. This is the central problem this dissertation project – which is work in progress - deals with, by relying on an interdisciplinary theoretical and methodical approach of comparison, revealing public television's potential for social integration.

Studies in the area of media and integration are only just beginning. So far, researchers generally have concentrated on the representations of ethnic minorities in (print) media, positioning their integrative capacities in a still static nation state (cf. Jung/Wengeler/Böcke 1997, Voß 2001). A lot of studies are limited to demographic surveys indicating that "multi-cultural potential" is hardly being used to date (cf. Essen Expertise 2005). To fill these academic gaps, the interdisciplinary dissertation draws on theories of media and integration (cf. Geißler/Pöttker 2006), theories from the social sciences (cf. Habermas 1962, Fleras/Elliott 2002) as well as theories of (European) public spheres (cf. Hasebrink 2000, Gerhards 1998, Wessler 2004).

Two main questions are discussed in this paper: 1) How do international public broadcasters develop and unfold potentials to encourage an overall social integration in the socio-cultural diverse European states Germany, France and Great Britain? 2) What roles do political institutions and public organisations play in supporting a diverse culture in the structure and the media output of PBS? In response to the research questions the dissertation's methodology is grounded on comparative research, choosing the three most populous EU countries, Germany, Great Britain and France, as an international reference frame for comparison. Due to the comparable dual broadcasting systems, the broadcasters ARD and ZDF for Germany, BBC for England and France Télévision for France serve as objects for investigation. For empirical purposes, qualitative expert interviews are conducted either with those responsible at the broadcasting stations, or with these countries' political integration officers, to evaluate different political approaches towards the field of media and integration.

In conclusion, the paper focuses on the one hand on developing general guidelines for forthcoming media political decisions in a European environment. On the other hand, politically relevant demands for less social divides and for more socio-cultural diversity in the European media are founded by empirical research.

Preserving the Status Quo: the CPE Protests in French News

JILL CAMPAIOLA
RUTGERS UNIVERSITY, USA

UNDER FRANCE'S PRESENT labor laws, it is nearly impossible for companies to lay off employees, even those who underperform. As a result, employers are reluctant to hire young and inexperienced individuals, who have not yet proven themselves in the industry. The Contrat Première Embauché ("CPE") was a new labor law designed to encourage companies to hire young employees, by allowing employers to lay off employees under 26 without cause during a two-year probation period. But the thought of losing lifetime employment security, a social benefit their parents had enjoyed, spurred young people to protest in the streets until the law was withdrawn in April 2006.

Media scholars such as Gitlin, Schiller, Schudson, and Herman and Chomsky have shown that U.S. corporate media tend to marginalize dissenting voices such as protesters to protect the status quo. Following this theory, a society like France, with strong socialist ideals and a less commercial media system should lead to the opposite: more sympathetic coverage of citizen dissent and increased opportunities for democratic political debate and social change. In the context of the CPE protests, this would translate into news featuring: 1) A fair representation of protesters' viewpoints. 2) A variety of opinions about the legislation, prompting debate in the public sphere. 3) Discussions on possible alternatives to bring the expected social change: higher employment rates among French youth.

The paper suggests that while media frames of the protests were generally positive, because social movements are deeply rooted in French culture, this did not necessarily lead to a more informed citizenry or progressive social change. The French media did not initiate a critical-rational debate in the public sphere and in turn, the youth protests failed to produce constructive alternatives to the issues the Contrat Première Embauché was designed to address.

These findings are based on content and textual analyses of news articles featured in France's paper of record *Le Monde* and on a study of 8pm news segments about the CPE on the two main television channels in France (the privately-owned TF1 and the state-funded France 2). The time period covered in the study is January 16 to May 1, 2006 - from the week when the law was first introduced to the week when it stopped making the headlines. The news articles were retrieved from the LexisNexis database and the information on the CPE news reports (content, duration, and position within news program) was found on microfiches provided by the Inatèque de France ("French National Library for Audiovisual Archives").

Role of media in reconciliatory behavior of Pakistani social groups during Pakistan India peace process

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UNIVERSITY OF THE PUNJAB, LAHORE, PAKISTAN

RECENT PEACE PROCESS between two South Asian rivals Pakistan and India is a good case to study media's role in reconciliation because it involves both – the latest media and the reconciliatory behavior of social groups. During inter-state and intra-state conflicts, durable peace cannot be achieved without public support. Can media be used to get public support? If yes, then how? I shall use GTM (Grounded Theory Method), which is based on a combination of naturalistic and positivistic approach.

This project has two phases. During phase1, I shall identify those Pakistani groups and their reconciliatory behavior through

content analysis of Pakistani newspapers namely “Dawn” the biggest English daily of Pakistan and “Jang” the biggest Urdu daily of Pakistan. Period of the sample will be one year from April 19, 2003 to April 18, 2004, because the recent peace process started from this date.

Unit of analysis will be an activity or statement in favor of reconciliation with India by a social group of Pakistani civil society. This phase will ask:

- 1 What types of reconciliatory behavior did Pakistani social groups show?
- 2 Which groups performed that behavior?

Then in Phase 2, I shall find media’s role in those behaviors through grounded theory analysis of their in-depth interviews. Persons already identified through Phase 1 as representatives of such social groups that showed reconciliatory behavior will be my respondents. I shall analyze data using grounded theory method as presented by Strauss & Corbin (2008). In-depth interviews will ask:

- 1 What was the role of mass communication in public behavior of reconciliation during Pakistan India peace process?
- 2 What type of senders, messages, channels, medium etc) remained more effective during the peace process?
- 3 What was the importance of time and place within the whole process of mass communication and public response during the peace process.

Currently, I am working on content analysis I have found so far that representatives of social groups like Politicians, NGO’s, Writers, Traders etc have showed reconciliatory behavior. Some examples of their group reconciliatory behavior are – to give peace-supportive media statements, to participate in meetings, seminars, conferences on Pak India peace, to visit the rival country for peace, to welcome guests from the rival country etc. This phase will be completed before March 30, 2008.

In the second phase I shall interview these persons to know causes of their group behavior and analyze their answers by grounded theory method. Expected results will be those senders, media, channels, that persuaded the groups for this behavior. Results of this phase will be compiled up to June 30, 2008. Communication scholars know much about role of media in individual’s behavior through already existing effect studies. This project will unveil the media effect on group behavior and specially the importance of ‘time’ and ‘place’ in this phenomenon.

The formation of the historical recognition and media discourse on dislocated North Koreans in South Korea

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THE PURPOSE OF this study is to investigate the recognition configuration within the social and historical context against them who have lived in our society as new members and to explore how the discourses have been made by media as the subject of discourse on dislocated North Koreans in South Korea Since the division of South and North in Korea peninsula. This research used the method of critical discourse analysis to show how the discourse activity of media as the subject of discourse has composed concepts, objects, and locations of the subject and to present how the social position of dislocated North Koreans in South Korea has been historically formed. The basic data of total 19,155 articles searched through 181 mediums from 1990 until 2007 was obtained from the media search sites such as KINDS through search words like ‘repatriate’, ‘defecting compatriot’, ‘defector’, ‘defecting hero’, ‘North Korea refugee’, ‘free immigrant’, ‘dislocated North Korean’, ‘saeteomin’. Among them, it applied 341 articles to discourse the

ethnic community, the hero, and the minority on dislocated North Korean to the data of quality analysis. Also, the articles from the division in Korea peninsula until 1990’s were used for the contextual analysis information. With observing the concrete contents of the articles, it analyzed in quality the meaning of history considering the situation of the times.

The immigration of people who cross the country’s boundaries including dislocated North Koreans is historically caused by various religious, economical and political reasons. Recently ‘Diaspora’ as the concept to explain the social phenomena which derives super-national movement including immigration which implies leaving the motherland due to various reasons like illiberal, political exile, and work immigration as well as the phenomena which relates with the community (Black & Robinson, 1993; Clifford, 1994; Safran, 1991; Tölölian, 1991). However the discourse on dislocated North Koreans must be viewed as an issue of immigration dealing with a unique ethnic community which will not be returning to their hometown. Thus the issue of dislocated North Koreans must be investigated with a multidimensional approach using the theoretical concepts of ‘Diaspora’, ‘minority’, and ‘ethnic’ dimension.

This study shows that dislocated North Koreans who were integrated in South Korea and escaped from North Korea were exposed to one sided gaze and prejudice of South Korea society by the media. After the division, they accomplished the role which symbolized the predominance characteristic of South Korea system by media at that time which anti-communism ideology accomplished the hegemony of the society. However after the post cold war, our social immigration of Eastern Europe socialism dissolution and the massive defeaters from North Korea which was caused by economic difficulties and the deficiency of food have discoursed more as an alien with otherness like the non-citizens, the betrayer and poor person than as the compatriot by media. Especially, dislocated North Koreans were given an inferior position because they did not obtain the opportunity to entry into the structure of South Korea society. As the result, they were located at minority group of the economic abbreviation, discrimination, and exclusion which was not as members of South Korean society.

Readership and participation. Letters-to-the-editor in a Portuguese free daily

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THE DEVELOPMENT OF free dailies, since the middle of the 1990s, might have changed the definition of newspapers in readers’ eyes, which in turn affects readership surveys. For instance, countries in the south of Europe, namely Portugal, remarkably increased their reach of readers – mostly due to, we can say, to the impressive expansion of the free daily press during the last four years in that country.

In the context of its international expansion, which started in 1995 in Stockholm, Metro arrived in Portugal in 2004 and quickly became the leader of the free daily press. Being a country with a tradition of low ratings of newspaper readership, Metro and other free daily newspapers established themselves extremely well in the Portuguese market and reached people who weren’t used to contact with newspapers.

Three main questions arise: what kind of readers does this free press entail? Particularly in terms of participation and engagement, are they very different from those of the paid-for press? Does massive readership and consumption necessarily imply a will to intervene in the public debate and a sense of citizenship?

This paper analyzes the letters-to-the editor section in the Portuguese edition of the newspaper Metro, in order to understand not only the type of readers that write letters to the newspaper, but

also the way by which Metro sees their readers and gives them the opportunity to participate.

Letters-to-the-editor may be described as a means by which the readers have the opportunity to express their opinions about many subjects. The letters-to-the editor section has, thus, a democratic and a participatory purpose, constituting one of the few feedback opportunities for the ordinary citizen in the press. Although the letters' section is viewed as a key feature to public debate and dialogue, it can also be seen as a strategic place that aims to reinforce the newspaper credibility to readers' eyes, like if it was a "public relations" tool. Besides that, research confirms that editors have a negative image of letter writers, generally lacking affinity with them.

My work assumes that a qualitative research methodology is the most appropriate way of discovering the meaning of social practices such as editing letters. Therefore, I used participant observation in Metro, during one month, as the main research methodology, in order to fulfill two main goals: to get the sense of the total number of readers that write letters to the editor (having access to the published but also the unpublished letters) and the subjects that most activate their participation; and to observe the internal criteria for selecting letters in the newspaper and its behaviours/attitudes towards readers and the section itself, which also may lead to a better understanding of the perception of journalists and editors in relation to their audience.

TECHNOLOGY AND STUDENT LIFE: COMMUNICATION AND IDENTITY

Media use and university adjustment of Chinese students

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THE INSTITUTE OF International Education (IIE) reported that 582,984 international students studied in the United States during the 2006-2007 academic year. For those international students, the media are an important source for learning about the United States. The mass media have become a powerful force in society. Television and the Internet have an influence on their audiences' values and behavior change, not only for U.S. media consumers, but also for international immigrants.

Researchers usually use the acculturation and the uses and gratifications approach as theoretical frameworks to explain how international people use media and how media affect them. Acculturation, one of the eight motives in the uses and gratifications theory, may be the strongest reason for using media among international people. However, the acculturation of international students into a university setting has yet to be specifically examined with respect to the role of American media use and motives for American media use. Understanding how international students use media and how media affect their university adjustment will be really meaningful not only for combining acculturation and media theories, but also for the educational outcome.

The adjustment of university students is important for society. The success of international students in a foreign culture is very helpful for them to build more harmonious relations with other groups. If the process fails, these university students may do harm to themselves, their families, their schools, and even society. Better university adjustment provides academic development, and motivates students towards the successful completion of their education. Furthermore, better university adjustment benefits students not only with respect to higher grades and credit completion, but also healthier psychological development.

This study will examine the relationships among motives for

American media use, American media use and university adjustment of Chinese students in America. It is meaningful to know what motivates Chinese students to use American media and how that corresponds with American media use and positive university adjustment. The focus of the study is to know (1) What do Chinese students use English-language media for? (2) Is there a relationship between motives for English-language media use and actual English-language media use of Chinese students? (3) Is there a relationship between English-language media use and university adjustment of Chinese students? (4) Is there a relationship between motives for English-language media use and university adjustment of Chinese students? (5) Is there a relationship between Chinese-language media use and university adjustment of Chinese students?

The study will use an e-mail survey to collect the data in the group of N=130 Chinese students at Colorado State University. In the survey, the questions about motives for English-language media use, actual English-language media use, Chinese-language media use, and university adjustment will be asked for every participant.

The Use of Active or Passive Goals in Supportive Communication

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ASSUMPTION UNIVERSITY, THAILAND

PEOPLE NEED SUPPORT from family and friends to cope with everyday stresses and crises. Based on communication approach, supportive communication refers to verbal and nonverbal behaviors that are intentionally enacted to assist others who need help (Burlleson & MacGeorge, 2002). People provide and receive assistance in various forms, including emotional, instrumental, informational, and appraisal support (Albrecht & Adelman, 1984; Cutrona & Russell, 1990). For example, emotional support is to express empathy, caring, love, and trust, whereas instrumental support is to give tangible help such as money, equipment, and transportation (House, 1981).

However, people do not always perceive support as helpful or appropriate. Past research showed that giving help leads to emotional burden and implies weakness and incompetence of support recipients, violation of privacy and confidentiality, and age stereotypes (Goldsmith & Parks, 1990; Hummert & Mazloff, 2001; Ikkink & Tilburg, 1998). These findings are explained in limited ways. One of the most important limitations is that prior studies have been conducted mostly in Western samples. Several research suggests that cultural differences affect preferred approaches to initiating and providing support (Goodwin & Plaza, 2000; Samter, Whaley, Mortenson, & Burlleson, 1997). Burlleson and Mortenson (2003) reported that Chinese evaluated solace behavior as more appropriate than did Americans.

We speculate that whether support is viewed as helpful or hurtful depends on the approach and goals preferred differently by people from different cultures. Prior studies showed that giving advice is problematic and difficult for advice providers in the Western cultures because they encounter conflicting goals (Goldsmith, 1992). One goal is to provide helpful advice, whereas another goal is not to threaten advice recipients' self-esteem and autonomy. However, we might expect advice to be less threatening to face in other cultures such as Asian cultures in which high involvement in group or others' lives is valued (Goldsmith & Fitch, 1997). Then, the role of support providers in Asian cultures tends to be active to offer help rather than wait for a request from recipients. Alternatively, support providers in Western cultures tend to play passive role to provide help when it is requested. One of the primary support goals among American college students was to assure of availability for help (Dumrongsiri & Pornsakulvanich, 2007). The implication is that helpful support is to respect others' autonomy

for making decision when they need help. Whether support providers in other cultures should assure for help or should offer help is answered.

Using the Dillard's (1990) goal-planning-action, we attempt to explain supportive communication as a multiple goal achievement in Asian sample. Specifically, this research proposal aims to answer three questions: (a) what are primary and secondary goals in supportive communication among Asians?, (b) do Asians tend to use active or passive goals for initiating and providing support?, and (c) are support approach and goals comparable to past research using the Western samples? With new media technologies, supportive communication is across boundaries. The findings from this research proposal will extend the knowledge of how to help or support others in cross-cultural contexts.

Rethinking the Korean Wave: Korean TV drama viewing and cultural identity of Chinese youth: A case study in Shanghai

JUNTING LU

HONG KONG BAPTIST UNIVERSITY, HONG KONG

THE SURGE OF "Korean Wave" in neighboring Asian countries and regions in recent years has received many discussions, including the crisis of domestic cultural identity in China from a critical perspective. By empirical research, the paper tries to rethink the impact of the regional flow of popular culture within East Asian countries in the context of cultural identity. A content analysis of imported South Korean TV drama and a quantitative survey was conducted among 300 college students in Shanghai, China. The results suggest that the intensive exposure to Korean TV drama really influence young people's self identity through life style, especially consumption, on behavioral and attitudinal levels; and also their perceptions of Korea to some extent. On the other hand, however, it's not saliently related to their group-based cultural identity on a national level. Moreover, different programs contain different or mixed messages of traditional Asian culture value and its counterpart "Western value", which have divisive impacts on the youth's cultural identity. The salient gender differences suggest the antecedent knowledge about Korea and the alternative contact play an important role. The research suggests "Korean Wave" is more a issue of globalized cultural industry which contributes to a global consumption youth culture rather than merely a cultural invasion from traditional cultural imperialism view. A more clear and multi-dimensional concept of "cultural identity" should be established.

Understanding Students' Technology Literacy in a Technologized Composition Classroom Using Triangulation Methodology

YOWEI KANG & KENNETH C. C. YANG

THE UNIVERSITY OF TEXAS AT EL PASO, USA

COMPUTER TECHNOLOGIES WERE first introduced into a composition classroom in the 1960s to "automate the teaching of grammar, spelling, and punctuation, and the evaluation of students and compositions" (Gerrard 482). However, the widespread diffusion of technology in schools was believed to follow then U.S. President Bill Clinton's 1996 State of Union address in which he proclaimed that "every classroom in America must be connected to the information superhighway" (qtd. in Tyner 71).

The importance of critically assessing technology use in an educational setting cannot be underestimated. First, the appropriation of fund to support technology implementation in schools was

often based on altruistic arguments that access to these technologies is needed to accomplish social justice and fairness in American society (Tyner). Nevertheless, the paucity of empirical evidence supporting pedagogical use of these technologies has failed to substantiate these arguments. Composition scholars have attributed to the failure to identify indisputable relationships between technology use and improved student performance (Tyner; Westreich). On the other hand, the equation of access to computer technologies with the acquisition of multi-literacy has also failed to address the critical roles of students as technology users. The inability to consider students as a central role in the literacy acquisition process has led to many problems in the rhetoric of technology as well as in the implementation of computer technologies in a composition classroom.

Undergraduate students at a large public southwestern university were recruited to take part in this survey. The convenience sampling method allowed the researcher to recruit student participants at the shortest time and lowest cost possible. Furthermore, by collaborating with the instructor, the response rate was high, reaching 100% for each class. The questionnaire took about 10-15 minutes to complete. Students returned the survey to the instructors when they completed.

The development of technology literacy scales was based on Gerrard's article that documented the applications of new technologies in composition pedagogy. In this article, Gerrard listed the following technologies: word processing, invention software, grammar tutorials, grammar and style checkers, On-Line Writing Labs (OWLs), hypertext/hypermedia, local area networks (LANs) and the Internet, the World Wide Web, MOOs or MUDs, and course management software (e.g., WEBCT). The technology literacy scales included eleven close-ended statements, with 1 represented "novice" and "7" represented "expert." The technology literacy scales to assess instructors' technology literacy included eleven close-ended statements, with 1 represented "ineffective" and "7" represented "effective."

The last component of the survey included two qualitative open-ended questions that asked students to explain if the use of technology in a composition class has or will help them to write better. The qualitative in-depth inquiry has allowed the researcher to uncover students' assessment of the effectiveness of a technologized composition classroom.

Internet addiction among Thai's college students: The effects on academic performance and social relationships

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AROUND THE WORLD, the Internet has penetrated through many people's lives. The latest evidence shows that North America are the highest Internet users (71% of the population), followed by European countries (43% of the population) and Asia countries (14% of the population) (Internetworldstats, 2007). With an increasing use of the Internet, scholars have been interested in studying Internet usage and its consequences. Recently, Internet addiction or excessive Internet use is the area that draws a remarkably attention from scholars around the world such as the United States and Asian countries (e.g., Beard, 2005; Chak & Leung, 2004; Suhail & Bargees, 2006; Young, 1996, 1998). Most studies examined how excessive use of the Internet affected people's lives and well-being. Some studies investigated the relationships among people's dispositions, Internet usage, and Internet addiction.

Nevertheless, in Thailand, little is known on how excessive Internet use affects people's lives and their social relationships, particularly college students who spent considerably time on the Internet. There is a need for further research to help explain the

relationships among dispositions, Internet usage, academic performance, and social relationships.

The purpose of this study is to investigate the influence of dispositions (i.e., locus of control and loneliness) and Internet usage (i.e., amount and types of use) on academic performance and social relationships among college students in Thailand. In this study, six research questions are posed:

- RQ1: How do dispositions (i.e., locus of control and loneliness) predict Internet use patterns?
 RQ2: How do Internet usage (i.e., amount and types of use) explain academic performance?
 RQ3: How do Internet usage (i.e., amount and types of use) explain social relationships?
 RQ4: How do dispositions (i.e., locus of control and loneliness) and Internet usage (i.e., amount and types of use) predict academic performance?
 RQ6: How do dispositions (i.e., locus of control and loneliness) and Internet usage (i.e., amount and types of use) predict social relationships?

Survey research is used to collect the data from Thai's college students who used the Internet regularly. Self-administered questionnaire is employed to determine relationships among constructs including locus of control, loneliness, amount and types of Internet use, grade point average, and social relationships.

Academically, the result of this study would expand the body of knowledge of new media and communication technologies, interpersonal communication, and psychology. Practically, this research would help us understand to what extent excessive Internet use and dispositions could affect college students' academic performance and their relationships with others. Also, this would provide fruitful information for scholars and professors to find a way to help college students in dealing with their excessive Internet use patterns.

Adolescents And Nutrition Information-Seeking: The Role of the Internet

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UNDERSTANDING THE NUTRITION-INFORMATION seeking process of adolescents can provide insight into the creation of information programs which teach adolescents to make nutritionally-sound choices. Providing young people with nutrition education may improve the ability of individuals to make these sound choices throughout the rest of life. Nutrition information is received by adolescents from a variety of sources, each of which may hold a different perspective. This, in turn, may be helpful in teaching adolescents to make choices by discerning which information they deem relevant. The Internet may be one of the most powerful arenas for the dissemination of nutrition information, since it has the potential to provide information to a large number of adolescents very quickly and with little cost compared to more traditional methods of health communication.

The purpose of this study was to examine the nutrition information-seeking process of a sample of adolescents aged 14-15 while paying special attention to the role of the Internet, given that the Internet is a pervasive and popular medium for this age group. Kuhlthau's (1991) model of information-seeking provides a framework for examining how adolescents find and make sense of nutrition information. A mixed-method of pencil and paper questionnaires and in-depth interviews provides a comprehensive look at the six stages of this model: 1) initiation, where users become aware that they need information; 2) selection, where topics and approaches are chosen; 3) exploration, where preliminary searching of a broad topic occurs; 4) formulation, where a topic is nar-

rowed; 5) collection, where information on the narrowed topic is gathered; and 6) presentation, where the information is used in some way.

This framework allows information-seekers to be active participants as they encounter new information and assimilate it into their existing mental models to construct new understanding. Adolescents may freely move among the stages depending upon how their perceived needs are met or modified as information is encountered. Several auxiliary questions are examined which relate to the specific tasks associated with each stage of the model, including: adolescents' motivations for initiating a search, preferred approaches to finding nutrition information, strategies for searching, whether adolescents' searching novelty may be a barrier to the information-seeking process, and how adolescents use the nutrition information they find. Literacy may be integral to the successful progression of adolescents through these stages; therefore, this study also examines the role of eNutrition literacy levels in order to apply the process of nutrition information-seeking in a practical sense. A grounded theory approach is used to assess relationships between adolescents' feelings and actions regarding nutrition information to stages in the information-seeking process, information which can help communicators address the broader issue of childhood obesity.

Arab Journalism Doesn't Exist: Objectivity as Strategic Objective in Media Development

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WESTERN SPENDING ON media development initiatives directed at the Arab world trebled in the five years following September 11, 2001. The vast majority of this spending was devoted to projects related to journalism, particularly broadcast journalism because this period coincided with the proliferation of Arab news channels. In less than a decade, broadcast news increased the volume and diversity. What were the motives and modes of operations of these projects and under what conceptual framework can they be understood?

This paper outlines the primary objectives, funding and execution of Western media development initiatives directed at Arab broadcasting. It argues that the institutionalized imperatives constructed by such initiatives reiterate regressive, backward, and "unprofessional" approaches to journalism within Arab media, thereby justifying the necessity of their initiatives. Hence, the discussion surrounding media development tends to revolve around the mantra of 'objectivity' as an area for remedial change within the Arab journalistic profession. By evaluating the extent to which idealized objectivity has been appropriated by Arab journalism both on pedagogical and occupational levels via a concerted project of western-based media development initiatives, this paper offers an explanatory model illustrating the incorporation and application of objectivity in Arab broadcast journalism.

Information Divide, Investigative Journalism

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JOURNALISM HAS PLAYED a significant role in the process of transmitting information but the opportunities in developed countries which the evolution of journalism have been provided have not gained in developing societies. Indeed, developing countries' journalists are not able to play their roles because of un-trans-

parency of the law and the absence of legal supports, infirmity of infrastructures and relative privation of appropriate professional training. Thus, journalism acts in superficiality, repetition, inactivity and considerable inability in responding to the audience's needs both in educational and professional activities in developing countries such as Iran.

Accordingly, investigative journalism could not be sufficiently vigorous as one major parts of journalism genres. Although a rise in the number of high educated people and also youth population should naturally eventuate in increasing the circulation of the press, Iranian newspapers are losing their readers, because they are tired of unattractive, formal and repetitive information. In fact, the readers can not find what they would like to know in the newspapers. By publishing trustworthy information, Investigative journalism is able to end the superficiality of the press and not only do reinforce the professional status of journalists as the public opinion leaders but also evoke the lost trust of the Iranian audience.

In other hand, intensive centralization of the newspapers in Tehran (the Capital of Iran) and just covering the events of the Capital and metropolis in addition to the lack of influential local publications has created a manifest gap in margins and small cities. I believe that investigative journalism is the main means to disclose the terrible and hidden realities in margins and cities far from the centre and hinder the widening of the information divide.

In this article, I try to investigate the obstacles of emerging investigative journalism in Iran. Journalists' rights, professional training, social infrastructures and open political environment in relation with this type of journalism are the other themes I will analyze. Besides, the advent of information centralization in metropolitans and intensify the information divide about the influential and horrible events of deprived places as the consequences of infirmity of investigative journalism will be discussed in this paper.

Telling the truth about war? The role of journalism in conflict

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THIS PAPER ANALYSES journalism within contemporary conflicts and wars, particularly in relation to peace, in order to identify and to explain the effects of information in a conflict. I will evaluate the contributions that converge with the understanding and debate of the role of the journalism in the attempts at lessening a conflict, particularly the peace journalism approach. If the media has been linked to conflicts and used as a tool to exacerbate violence (such as the case of Rwanda and the Balkans), can it produce the contrary in order to contribute to peace? Through a case study in Latin America (Colombia conflict), I will examine locally and internationally journalism and media peace initiatives, with the objective to explore whether they have an influence on conflict resolution.

Reporting conflict has never been easy, journalists are confronted with various factors that influence its reporting. Conflict has always been a central concern of journalism, especially in times like this – the wars in Iraq, Afghanistan and the fight against terrorism – have increased the prominence of conflict issues in the news. In the current war and conflict's coverage the need to consider and evaluate conflict reporting has had diverse arguments on accuracy, objectivity and partiality of journalism. The relationship between media and war is a topic that has been studied exhaustively over recent decades (Daya Thussu, Pedelty, Miller, Carruthers), however the relationship between media and its possibilities for conflict resolution has been an under-researched subject in the journalism discipline. The studies on media and peace are not extensive (Spencer, Wolsfeld, Hanitzsch, Galtung), it is still a field of analysis and praxis that is in preliminary stages of research.

The arguments on how media should handle a conflict and the

war-reporting discourse are the centre of the current debate in the field. The question is whether journalism is in structural crises or is it an evolution of the discipline? In the current war reporting, the dissatisfaction with news coverage has created a debate on the responsibility of reporting, the profession has become self-critical of its role in the past, present and its potential in the future. One of the proposals resulting from this debate is the peace journalism approach (Galtung), yet a controversial notion that has provoked diverse reactions from its advocates and opponents. Consequently, this paper will analyse in theory and praxis the potentialities of this approach, using Colombia as a contemporary case study of the phenomena.

The global divides between north-south media can be examined profoundly in this paper, because journalism is understood and practiced differently in a country from the global south, and particularly in a place that has experienced a complex conflict between, guerrillas, drug-traffic, and para-military forces, for more than forty years. Colombia has been one of the most dangerous places in the world to practice journalism. The national press coverage has been extremely complex and hazardous.

Making Sense of Convergence Journalism Education in Russia and the United States: A Case Study of Academic Collaboration

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HOW TO TRAIN journalism students for the convergence culture, in which many media systems coexist and where content flows fluidly across them (Jenkins, 2006), is possibly one of the most hotly debated and vexing topics for journalism educators. This paper adds a complex cross-cultural component, presenting a case study of attempts to establish a collaborative convergence curriculum designed and taught by the world's first journalism school, the Missouri School of Journalism, and the world's largest journalism school, Moscow State University. With a shared mission of strengthening journalism education in Russia and the United States, the schools embarked on a collaborative four-year effort to teach multi-media journalistic storytelling.

Using multiple sources of evidence, including interview, survey and participant observation, our case study charts Missouri and Moscow State's attempt to piece together the convergence puzzle. In our study, we pay close attention to meanings and motivations that students, faculty and administrators bring to convergence journalism. This focus allows us to bring to light important cultural differences, as well as challenges and opportunities for cross-cultural collaboration.

The students in our study, all enrolled in a convergence course team-taught by American and Russian professors in Moscow and Columbia, Missouri, will arguably be among the vanguard of convergence journalists in Russia and the United States. An understanding of their journey through a convergence journalism curriculum reveals the cross-cultural development of this important new form of journalism.

For example, our survey findings suggest that Russian and American students, while defining convergence journalism similarly, differ significantly in broader perceptions of newer media and, not surprisingly, of their role in society. Russian participants indicate a stronger belief that new media can potentially improve the quality of journalism, but at the same time are more doubtful that new technologies will be widely adopted by news organizations. American participants indicate a stronger belief that convergence will be deployed most effectively for entertainment purposes. Additionally, significant differences emerged between Russian and American participants in perceptions of education within the convergence curriculum, with the American group showing

stronger self-directed motivations for success (e.g., taking it on as a personal challenge that reflects personal values).

While not representative of all American and Russian journalism programs, we believe the findings of our case study are generalizable to emerging theoretical propositions about convergence culture and convergence journalism education. Further, the study depicts a case of cross cultural academic collaboration that we hope will be of interest and value to academic institutions seeking to expand their global networks.

Media self-regulation or hitting a person when he is down? Media criticism in Taiwan: On the affair of video and the mafia on Channel TVBS

YAO-JEN CHANG _HSIAO-I YANG

AS THE MARKETING-DRIVEN journalism flourishes, the subject of media self-regulation becomes weaker and seldom to be mentioned. Just take the media environment of Taiwan for instance, several fake news have been made from 2004 to 2006. Although the public opinions and the voices of media regulation rose during the period time, they finally turned out to be nothing but only the pure decorated slogan. Nowadays, researchers tend to pay more attention to the National Press Council of the ROC or the system of press ombudsman than giving consideration on the media criticism or media self-criticism.

Focusing on “the affair of CD intruded by mafia” reported on Channel TVBS and according to the content of the mainstream newspapers which are “China Times”, “United daily news”, “The liberty times” and “Apple daily”, this thesis tries to divide this affair into three dimensions to separately analyze which are as follows: 1. In which way do the other media report or criticize when the persons in the same trade make mistakes? 2. Upon what basis does the media criticize the others? 3. Do they address a general audience, an “insider audience” of media professionals, or both?

After the analyzing of 100 research samples, this thesis found the media gives quite severe and more criticism in accordance with media self-regulation to those one in the same trade when they made mistakes than to themselves. However, the undertone of their media self-regulation limits only to the level of morality and the media criticism do address a general audience with particular political standpoint.

Reflexivity Across Divides: On Ethnographic and Journalistic Identity Papers

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HOW DOES REFLEXIVITY figure in questions of media researchers crossing divides of practice, culture and territory? This paper, via the researcher’s ongoing study of a transnational broadcasting organization (Radio Free Europe/Radio Liberty), contemplates reflexivity relative to the kind of scholar increasingly found in the academy: the journalist-turned-media-ethnographer. In order to avoid confinement to a grid aligned with what Robbins (2005) has called “methodological nationalism”, what might the combined vantage points of the journalist and ethnographer offer in response to the challenge of studying media across divides?

De Certeau (1984) famously recommended that would-be observers descend from the observation deck of the urban tower – from which one could view only an territorial grid imposed in a bid for order and predictability in everyday life. Descending to the

street, the embedded participant-walker could discover a sieve order forged by footfalls on paths of resistance in dialectical relationship to the grid. More specifically, Zelizer (2005) noted that much is lost and omitted in the ways journalism in particular has been approached as an object of study. While mapping processes in newsrooms or analysis of post-reporting, post-editing published texts of large urban western daily news organizations, sociologists and other early researchers inspected news-making from a particular conceptual distance. This approach constructed the equivalent of De Certeau’s grid, of journalism and its practitioners as inhabitants of a mechanized monolith. By contrast, Hannerz (2002) and others have called attention to the importance of the conceptions of journalists themselves, in the field, relative to those of ethnographers who study them as embedded participants. Ethnographers long ago recognized the value of the street, the gaze of engagement, the traces of the everyday located in talk, in social memory. Likewise, journalists pride themselves on finding ways to escape proscribed routes and sources, the gridded thoroughfares, for the sieve-order of alternative paths. This paper posits ethnography and journalism as cultural and territorial contestants and allies in the study of media across divides.

MEDIA PRACTICE WITHIN AND ACROSS BOARDERS

Canada and the Formation of the Berne Convention: 1839 - 1886

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THE BERNE CONVENTION for the protection of international copyright was established in 1886 and continues to act as the cornerstone of international copyright protection today. Canada quietly joined the Berne Convention in 1886 as a British colony. Canada’s decision to join the Berne Convention is interesting because three years later Canada attempted to denounce the convention on the principle that it was detrimental to Canadian interests. Canada would spend the next twenty years attempting to withdraw from the treaty, but the British government would not allow it, as Canada’s withdrawal would have harmed British interests. This paper draws on extensive archival research to reconstruct the move by the Canadian government to join the Berne Convention, the individuals who participated in the decision to join the convention, the precedents that influenced it, and the politics that surrounded it. My analysis raises general questions about the power dynamics that contributed to the formation of the international copyright norms that are still in place today.

In this paper I draw on extensive archival data, which includes the copyright files kept by relevant Canadian government departments such as the Governor General, Secretary of State, and the Department of Justice; Prime Ministerial correspondence; and the records of the Canadian Privy Council. I also draw on the reports of Canadian parliamentary debates and the records of the various international congresses leading up to the formation of the Berne Convention, as well as on the newspapers and law reviews of the time. These records display the influence of British policymakers, the extent to which the Canadian government was dependent on the British government for the administration of its copyright offices, the extent of lobbying by domestic interest groups, the information presented to and used by the Canadian government in its decision-making, and the logic and precedents used in decisions regarding the Berne Convention.

In my analysis I examine the reasons for Canada’s move to join the Berne Convention in 1886. I discuss the political economy of the decision: the political influence of British policymakers and

international interest groups, and the relative lack of organizational and economic power held by the Canadian government, Canadian authors, and Canada's struggling publishing industry. I also, drawing on the theories of John Braithwaite and Peter Drahos (2000), point to the logic inscribed in the documentation that was used in the decision-making process, and the principles that came to be embedded in the webs of dialogue that thereafter governed debate on the issue. I will argue that this logic and these principles made the decision to join Berne seem natural and inevitable, and tied Canada to what was, at that time, an imperial vision for the international copyright system.

Interest in International News and Free Trade Attitudes: A Five-Country Study of Sociotropic and Egocentric Attitudes toward Trade

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RECENT MULTI-COUNTRY PUBLIC opinion studies found that globalization and international trade are perceived positively by majorities in most countries surveyed. Moreover, these majorities believe that trade benefits their own national economies, companies, and consumers (Chicago Council and Worldpublicopinion.org, 2007). This widespread belief that trade benefits all sectors is surprising because in theory and in the real world, gains and losses from trade are unevenly distributed among economic sectors. In contrast, these surveys suggest that international opinion is supportive of trade regardless of sector.

This paper hopes to tease out some determinants of public opinion toward international trade in China, India, Russia, South Korea, and the United States, five of the biggest players in the global economy. Study hypotheses are guided by two theoretical dimensions, i.e., factor endowments vs. information-based models; and sociotropic vs. egocentric considerations. Factor endowments models claim that trade attitudes are driven primarily by self-interest and are thus essentially egocentric, while information-based models predict that exposure to and acquisition of ideas about trade best predict these attitudes. Sociotropic considerations are linked to information-based models because information is usually amalgamated from various sources (e.g., trade union literature, news media) which include data and anecdotes about individuals and the larger societies in which they live. Based on my reading of the literature, evidence from survey and experimental studies provides more support to information-based models and sociotropic considerations.

Cognizant of these competing theoretical claims, this study employs secondary regression analysis of survey data from the five countries (made available by the Chicago Council) to investigate two hypotheses: 1) international news interest is a more powerful predictor of sociotropic than egocentric trade attitudes, and 2) that higher interest in international news (which contributes to sociotropic evaluations) mediates the relationship between demographic variables commonly associated with trade attitudes and trade attitudes themselves. Findings suggest that except in the U.S., international news interest is consistently a more powerful predictor of sociotropic than egocentric trade attitudes. Also, the study found marginal support for the claim that international news interest mediates associations between demographic variables and trade attitudes.

Next steps include efforts to explain the cross-national variations found in this study. For example, why does interest in news predict trade attitudes in China, India, Russia, and South Korea, but not in the United States? Why do Indian men think trade is good for their own prosperity as well as for the country while Korean women think trade is good for the country overall?

According to the Chicago Council and Worldpublicopinion.org

(2007), teasing out the determinants of trade attitudes is important for two reasons. First, relationships among policymakers and their respective governments are influenced by public opinion and understanding the broader context of governmental decision-making can help us better understand the ways in which states craft and implement policy. Second, multi-country polls have the potential to reveal commonalities among cross-national publics on issues of consequence, and would potentially inform the negotiation and revision of international agreements, which directly influence the balance between global divides and global justice.

Telecenter Web Portals in Latin American and Arab Nations: A Comparative Analysis

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AS SOCIETIES WORLDWIDE become increasingly inter-connected through an expanding digital network of information and communication, communities that do not bridge the digital divide find themselves at a disadvantage in the global market economy.

According to Internet World Stats, in December 2007 the average Internet penetration worldwide was 20%. While penetration in North America averages 71.1%, that figure is 17.4% in the Middle East and 22.2% in Latin America. Numerous telecenter initiatives in developing nations aim to foster prosperity by promoting literacy, providing skills training, and connecting isolated communities through the use of information communication technologies and media access. Governments and non-profit organizations attempting to bridge the digital divide in rural communities have found that technology adoption can pose significant hurdles. Reduced skill sets, technical and financial barriers to connectivity, language deficiencies, and structural obstacles all present challenges to the successful adoption and sustainability of these projects. While scholars have studied the adoption of telecenters worldwide, few empirical studies have examined how rural communities at varying levels of development create community and reflect their identity through this new medium. This comparative study used a content analysis to examine materials published in telecenter Web portals in Latin American and Arab states in ten developing nations (Brazil, Chile, Colombia, Dominican Republic, Egypt, El Salvador, Jordan, Sudan, Syria, and Tunisia). This exploratory study is a work in progress for two doctoral dissertations that examine the different ways in which communities at the digital margins of global society embrace ICTs.

Portals of globality: Styling the international 'I', the international 'we'

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THIS PROJECT ANALYZES discourses of belonging, community, and home as employed in interactive website forums serving a diverse new middle class of mobile professionals that has formed alongside the transnational corporation in global cities.

New media technologies are mobilized to create a new 'stability' and continuity not rooted in the territorial by centering community around proofs of seamless transnationality. However, in creating new types of communities in transnational space, these professionals cross previously imagined boundaries while erecting new ones. Amidst a celebratory language of globality lurks a fierce politics of migration and a cultural struggle for most stylish homelessness. Codes are created for styling an international 'self' while also building foundations of a new international 'we.' Considering

identities constructed through these 'communities of practice' alongside William I. Robinson's framework of a Transnational State and Transnational Capitalist Class, these social network sites can be seen either as spaces for mobilizing desires toward a new global citizenry or as surveillance and control networks for global capital. Communications technologies are, in any case, keys creation and control of this new labor formation.

A Poor Man's Star Wars: Brazilian science fiction films of the seventies and the economic divide in cinema production

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BRAZILIAN CINEMA HAS often been seen as the birthplace of "cinema novo", a radical embrace both in themes and film aesthetic of its third world national persona. This departure from the Hollywood-inspired production system of the fifties sought the construction of a new way to reflect the turbulent cultural and political times the country was going through in the sixties as well as an ideological left-leaning response to the social context.

The so-called triumph of the "cinema novo" obliterated from the screens the previous high-grossing genre in the forties and fifties of the "chanchadas", popular comedies that were not sophisticated, but demonstrated a very characteristic way the Brazilian popular culture deals with authorities and global divides: humour and parody. Many movies from the "chanchada" genre were modeled after north american ones, mocking the melodramatic seriousness of the originals and enhancing an identity-forming role both positioning brazilians as "close friends" of the north americans as well as their "smarter cousins" because of their easygoing way of life.

The seventies saw a renewed interest in science fiction in global film audiences, mostly due to the success of George Lucas' Star Wars and its imitators. Such films were hits also in Brazil, stimulating the production of national unofficial parodic spinoffs that renewed the "chanchada" genre to wide box office success.

Once there was no budget available neither visual effects knowledge and professionals to match the original films' production values, the compromises made in such movies were dealt comically, enhancing a cultural dialogue marked by an economic divide.

Branding Beijing Online via the 2008 Olympics

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THIS ARTICLE STUDIES how branding Beijing online in the Web 2.0 era is constructed respectively from the official and from the public in the context of pre-2008 Olympics. Its contributions are interdisciplinary advance and methodological innovation: it applied media studies and spatial studies into place branding research which remains relatively unexplored; it expanded web sphere analysis into place branding field, with combination of online interviews via MSN (OIM) and ethnography.

OIM was used to research the perception of official's branding among Chinese in reality; web sphere analysis was conducted to find the similarity and discrepancy of two branding dynamics through examination of corresponding online structure, in doing so to find the reasons behind people's brand perception; ethnography was implemented to testify the findings gained through the former two.

I intended to test how the internet realized the character of pro-

usage and thus improved spatial branding Beijing. Is this communication pattern really new or does it replicate old social constraints into a new context? Does the public's engagement really matter for branding Beijing online?

It was found that these two branding processes should be examined within complex Chinese political and media dynamics where they were embedded. Compared to the traditional mass media, Web 2.0 indeed transformed the branding mode to let site visitors not only virtually feel what real Beijing is and how people live there, but also involve in online construction of Beijing branding through communications on the multiple scaled spaces. Conversely, this public branding continually shapes the official branding through the change of online landscape. However, social and political factors still constrained the new branding pattern. The top-down message still had very strong power backing in comparison to direct public branding, though the latter was supposed to succeed through produsage mode. Additionally, the advance of Web 2.0 still needed to be consciously applied and updated for people's engagement, concerning both branding communication and technological perspectives. The three concepts of branding Beijing were thus to be solidified and strengthened in doing so.

THE JOINT SESSION WITH THE COMMUNITY COMMUNICATION AND POLITICAL COMMUNICATION SECTIONS

Do U YouTube? Online Communities and the Development of an Electronic Citizenry

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OVER THE PAST decade there has been a growing concern over young people's lack of interest in the political process, indicated by statistics that show 18-25 year olds do less voting, are declining in political memberships, have fewer political conversations, read fewer newspapers and are doing less things in groups than previous generations (e.g. Bennett, 1998; Putnam, 2000). While a number of social, cultural and economic factors have been blamed for creating the conditions for disengagement, the role of mass media has been theorized by many scholars as a key factor. Robert Putnam perhaps most effectively popularized the view of media's role in civic disengagement in *Bowling Alone*, where he contends that the time displacement created by television and the Internet could single-handedly be blamed for young people's failure to engage in communal activities. However, some researchers have responded to such criticism by challenging the negative impact media and technology have played in the decline of civic life; perhaps, this perspective suggests, new technologies are not necessarily indicators of disengagement so much as they may be facilitating a new kind of engagement.

This paper therefore aims to contribute to the growing body of literature that challenges existing theories of youth disengagement, and demonstrates some of the ways that new media technologies may be re-defining popular conceptions of civic engagement and political identities. Through a qualitative assessment of the online video site YouTube.com, this paper reviews the various ways YouTube facilitates political participation, civic engagement and even public scholarship. The research suggests that young people are no less politically disengaged than older generations. Instead, I argue that traditional political structures and activities no longer address the concerns associated with contemporary

youth culture, while the sender-receiver model of communication and the top-down nature of electoral politics perhaps no longer coincide with the social worlds of young people. Social networking sites like YouTube have thus become a more appealing venue for political and civic action primarily because their interactive, two-way characteristics provide a sense of control and self-efficacy at levels not found in traditional political processes.

However, this paper problematizes the civic and political activity of young Americans by acknowledging that online communities contradict traditional conceptualizations of democracy, as local and national boundaries are no longer static or well-defined. Participating within the fluid borders of cyberspace thus situates electronic communication within a global framework that may not translate into action in the offline world. Further, like all social networking sites YouTube is a for-profit business operating within a global political economy. These implications are addressed with a review of contemporary communications policy and by situating YouTube within the ongoing debates over media ownership, copyright law and network neutrality. In doing so, it questions whether or not the neo-liberal agenda of regulatory bodies may be potentially more damaging to online forms of civic engagement than the hyper-commercial, individualistic features of new media technologies themselves.

Collecting Culture: Negotiations of Capitalistic Collection Practice in North American Letterboxing Virtual Communities

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WHY WOULD PEOPLE collect virtual images? This collection is not limited to the idea of the image however; the entrapments of culture, cunning, and discovery pervade the landscape of the virtual letterboxer. The participants enter a website through a larger, multi-layered letterboxing site and acquire these collectable images through puzzles, internet site negotiation and pop culture knowledge. Many of these images are not unique or unusual and could easily be obtained for pure visual pleasure through a simple web search. Yet people are drawn to the idea of collecting and cunning and the social attachment that is made among those in the culture. Letterboxing is an emerging hobby that involves the

exchange of stamp images, or in the case of virtual letterboxing a digital image, and collecting and archiving the experience. The official introduction of letterboxing in the United States has been connected to an article in *The Smithsonian Magazine* in 1998 and has expanded exponentially since. Unlike the long established U.K. version of the hobby, North American letterboxers rely strongly on the use of the internet to post clues and boxes. The use of the internet in collecting visual culture is telling of the pervasive desire in North America to obtain status and satisfaction through individual prowess and intellect.

My research explores the use of the internet by North American letterboxers reinforces and reintroduces the concepts of manifest destiny, collection and consumption and use of technology for acquisition. Through the use of a political economic theoretical framework and uses and gratification theory allow for a greater understanding in the persuasion of these individuals. Political economy theory expands the frame of this research by allowing for a greater understanding in the underlying motivation and desire of capitalism and consumption that have to be understood to find this activity desirable and fulfilling. Uses and gratification theory is a media-based theory that examines the multi-use way in which the media is understood and used as a means to an end. The choice of the letterboxers to pursue collections through the internet medium is telling of how emerging cultures can benefit greatly from emerging technology.

Methodologically coming from an anthropology background allows for a comprehensive ethnographic mixed-method approach. Research is being conducted through participant observation; including writing and de-coding virtual letterboxes on the internet. Person-centered interviews will be conducted virtually with key collectors and clue-writers to extrapolate the importance and value placed on this hobby and gratification from this. Observation and analysis will occur through connection to the primary internet site and dedicated chat boards connected to the practice of virtual image collecting.

Based on preliminary research I believe that this research will show a deep, possibly unknown to the participant, connection and mediation to the trappings of capitalism and collection as a means to this end. The findings will be organized and analyzed in the final paper version of this research. The popularity and attractiveness of letterboxing in North America has a specific demographic of educated, middle-aged (30-60) white women. This demographic finding combined with particulars of virtual collecting I believe will illuminate a new means of transmitting cultural values and norms within the context of internet.

Law Section



ACCESS TO INFORMATION: FROM SWEDEN ONWARDS

Freedom of information in the twenty first century: some transparency about transparency

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THE PAPER ADDRESSES FOI at two levels: (a) the empirical need to gather, assess and interpret data about using access to information laws (and making a modest proposal in this regard) and (b) the theoretical need for FOI advocates, to become, at some level, (increasingly) self-reflexive about their passion.

Fear of freedom – time to ask this question again?

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THE INTERNET REVOLUTION has given most of us possibility to deliver news, uncover secrets but also be libelous. Hence it is important to balance the concept of privacy and protection of personal data against true freedom of speech. The paternalistic approach towards the personal data protection does not work any more. On the other hand defamation laws and court cases seem to be ineffective. What would be necessary changes that enable to balance personal freedom to decide upon one's privacy and use the freedom of speech? I propose that one possibility is to rethink the concept of "responsibility" and how normative approach handles different types of speeches: political, artistic, commercial and private.

The focus of the following research is to analyze two main laws that regulate information delivery and access to the public data (Personal Data Protection Act and Public Information Act) against the three recent cases in Estonia.

In January 2008 The Inspection of Personal Data announced that Estonian Public Radio could be fined as the birthday wishes for every persons (that tradition goes back for about 40 years) include personal data.

The second case has lasted about three years: well-known Estonian ex-journalist and his wife are publishing very intimate details of the life of different public persons. True facts are mixed with fictional, some are really embarrassing but the blog holders say that part of the blog (most embarrassing) is pre-published fiction story. The blog has collected a lot of publicity as the couple knows how media performs.

The third case has been the same since 1990s: now and then a patient delivers his or her health data in media or in blogosphere, but only the doctors (or other legally responsible processors) are legally responsible for that type of leak. Digital health database has provoked an intense public debate concerning possible misuse of health data.

All the three cases illustrate different aspects of the question of controversial question of responsibility and type of speech (data).

Estonian law on access to public data corresponds to the idea of "positive freedom": access to the public data is not only permitted but it is compulsory for the data holders to guarantee the access.

Personal Data Protection Law does not make very clear the responsibility of the man who voluntarily delivers his data or personal data of his family members, the law also does not take into

consideration online news content that is archived or online search engines. Hence, the situation seems to balance towards the transparency of society. Still more and more conflicts seem to be left unsolved.

Government publicity, Public Sphere and media in Southeastern Europe Analysis of the Freedom of Access to Information Legislation

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TO WHAT DEGREE do governmental structures in Southeastern Europe employ the concept of publicity, and how free is mass media in this region to operate as public sphere forums? The quality and implementation of the Freedom of Information legislation can be a good indicator of the degree of the openness of Public Institutions as well as media freedoms. The purpose of this study is to examine the access to information and governmental officials' use of legal means to control the flow of information by looking into the variations of information access in the countries of ex-Yugoslavia.

The first part of this paper establishes a theoretical framework that guides the remainder of the study by defining the meanings and the relationships between publicity, the public sphere, and media. Further, this framework is linked with more general media development theory in post-communist countries of Eastern and Central Europe to make the argument that media freedoms and their ability to provide a channel for the public sphere in parts of this region is obstructed by political factors.

This supposition is further supported by the evidence that examines the quality of the FIO legislation in Serbia, Montenegro, Croatia, Bosnia and Herzegovina, and Kosovo. The in-depth analysis of the FOI legislation in South-eastern European countries exposes very few shortcomings in the main principles of these laws. Most of the FOI legislation in these countries seems to be in accordance with international expectations. The main problems with these laws – the improper appeal process, some contradictions with the pre-existing legislation, and improper complementary legislation – are considered to be created due to the negligence of the institutions to make proper legislative adjustments in order to create an adequate ground for the implementation of the FOI legislation.

Moreover, the above-mentioned deficiencies in the FOI legislation in the examined countries of South-Eastern Europe are not the only obstacle to the implementation of this legislation in this region. Further evidence collected during the monitoring of the implementation of the FOI legislation in these countries suggests that the institutional bodies that least respect the FOI legislation in Southeastern Europe are governmental institutions, both central and local governments, and the main obstacle is the absence of genuine sincerity, will, and ability of the public authority bodies to implement this legislature. However, it is acknowledged that the inadequate normative environment in which FOI laws operate gives the authorities of these countries plenty of pretexts to not abide by the FOI law.

This study supports previous assumptions that post-Communist elites in transitional countries have kept some of the old institutions of media control to achieve their political interests and have been quite creative in finding new methods to keep media outlets under control (in this case by controlling the information they can access). In such an environment of governmental non-transparency and information control, the role of the media as channels of public sphere in the Western Balkans is compromised.



Enhancing Media Freedom in Nigeria: An Examination of the Legislative History of Nigeria's tortuous attempt to enact a Freedom of Information Act (FOIA)

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Nigeria's long awaited desire of having a freedom of information act was thought to be over when the National passed the National Freedom of Information Bill in 2007 and sent it to the president for his assent. However, the euphoria soon turned into despair when the president withheld his assent claiming that he disagrees with two sections of the bill. The contentious sections are S.13(1) and S.13(2); while the former provided that government may held information that may be "injurious to the conduct of international affairs or the defence of the Federal Republic of Nigeria", the latter provided that the courts may override the government in "the interest of the public." This paper examines the tortuous journey to enacting the freedom of information bill by examining the legislative history of the bill and interviewing media activists and journalists. The paper also analyses the contentious sections of the bill. The preliminary findings of the paper indicate that the president's objection was premised on his distinguishing between "national defence" and "national security" both of which he argued ought to have been exempted. However, further findings show that while security, law enforcement, and intelligent agencies were invited to testify at the hearings and make input on the bill before its passage, there is no indication that any of the aforesaid agencies objected to the bill's text. The paper tentatively concludes by suggesting that if the spirit of the provision of S.13(1) is to cover both national defence and national security, the National Assembly should simply add the two words and return the bill to the new president for his assent.

Media Laws, Right to Information and Ethics of Newsgathering: Under the State of Emergency in Bangladesh

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ARTICLE 39 OF the Constitution of Bangladesh says"(1). Freedom of thought and conscience is guaranteed. (2) Subject to any reasonable restrictions imposed by law in the interest of the security of the state, friendly relations with foreign states, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an office- (a). the right to every citizen to freedom of speech and expression and (b) freedom of the press, are guaranteed." The article is based on the premise that freedom of the press is one of the most important rights of human being. Article 43 of the Constitution provides that every citizen has the right to privacy of his correspondence and other means of communication subject to any reasonable restriction imposed by law and Article 108 empowers the Supreme Court to make an order for any contempt. With these articles the constitution apparently guarantees freedom of expression and opinion but it has kept the balancing theory in view while guaranteeing the freedom of speech, which is hedged by subject of reasonable restriction. With freedom comes responsibility, and the latter has neither without basis nor guidelines in respect of conscience or in law. The countervailing right to press freedom and the rights of an individual are not envisioned as favoring trial by publicity, wherein the featured subjects are immediately convicted by the bar of public opinion, with nothing for the judge or jury that is the audience in Bangladesh has to rely on the journalist's report. Rather, the protected freedoms can not guarantee the values of democracy, namely, truth,

justice, freedom, love, equality and peace. This paper seeks to understand the media freedom under the state of emergency that proclaimed since January 2007 through halting certain clauses relating to the fundamental rights of the constitution.

Freedom of press in Russia and Sweden: Comparative Study of Professional Cultures and Censorship/Self-Censorship Mechanisms

Factors Motivating and Determining Censorship in the Russian Media

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2007 WAS ACKNOWLEDGED as being a difficult year for mass media and journalists around the world. During times of difficulty, a number of pressures come to bear on the media as deliverers of a message. This paper shall seek to focus on the current situation in the Russian Federation. As an initial act, a working definition of what constitutes censorship must be determined in order to give direction and meaning. In addition to this act, an important question needs to be asked. Why does censorship occur in this instance, what is hoped to be achieved?

The paper will seek to analyse the factors that constitute the formal structures of censorship (such as laws) but other factors (ownership and informal 'understandings' for example), not only allow for the imposition they also serve to perpetuate the system. Thus the system becomes 'solidified' and 'normal'. Matters such as the structure of media holdings and associated industries (such as newsprint production and printing) also exert an influence on the process of news production.

This situation is compounded by the historical context - in the 300 years of its existence, the Russian media have been a tool of communication for the nation's leadership. Some have argued that this situation has brought about a 'slave' mentality in journalists. Another important factor in the discussion on censorship is the fact that this is not the sole preserve of the state and it has been demonstrated on a number of occasions that private enterprise has shown a willingness to silence dissent in their media holdings.

(This is part of the "Russian-Swedish Research Project" Freedom of press in Russia and Sweden: Comparative Study of Professional Cultures and Censorship/Self-Censorship Mechanisms.)

Censorship and self-censorship mechanisms in professional culture of journalists: expectations and attitudes of Swedish students

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THE PHENOMENON OF globalization has seen the growth of commercial actors in the media market and the increased threat of international terrorism, all of which could be expected to have an impact on journalistic practices. Academic discussions of the restriction of press freedom and regulation of media issues have tended to become polarized between critiques of press restriction in Russia and the illusion of press freedom in West-Europe. The

discussions seem to take for granted that stable political systems in West-European countries provide a space for open political discourse in the media sphere (although a few scholars define such situation as a press freedom illusion).

The position of Sweden is neutral in world affairs and traditionally an upholder of the ideals of freedom and liberty of the press. Sweden has the oldest media law history in the world and system of press self-regulation: Press-ombudsman institution and Council of Press affairs. Nevertheless the phenomenon of freedom of press restriction is take place there. "Market-driven journalism" is the reality in the contemporary media-systems everywhere, even in Sweden.

Due of above mentioned consequences the attitudes of journalists as well as students who study journalism were changed now. This research is part of the Russian-Swedish media project 'Freedom of Press in Russia and Sweden: Comparative Study of Professional Cultures and Censorship/Self-Censorship Mechanisms'. The main methods of research are based on the analysis of official papers, laws, and acts are linked with press freedom as well as interviews with active journalists and students in Russia and Sweden. The interviews will be conducted at the same time with the same questions in both countries.

The paper will seek to analyze opinions of Swedish students who are studied journalism in JMK/SU and University of Göteborg in theirs expectations and professional attitudes in relation of press freedom in modern conditions.

Journalistic culture in Russia: Does self-censorship provide audiences with a quality information product?

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A MODERN JOURNALISTIC culture and professional standards are developing and being maintained in terms of the entertainment industry rapid growth and information overloading which have, that is already confirmed by different statistics, given rise to the information paradox and lack of knowledge and literacy especially among young consumers of mass media production (14-25 age groups). Different audiences in different countries today are being taught to be media literate. But do people need to be tutored to consume a qualitative journalistic product and where do they find it? Who must take care of "a sender" and "a receiver" interaction and duties incumbent on a professional journalist to an audience? How do the press freedom and relatively free information flows influence on a journalistic activity and journalistic standards?

The paper focuses on self-regulation and self-censorship issues in the Russian mass media. The analysis is based on empirical materials and questionnaires of the Russian journalists (future journalists and managers – students of the Faculty of Journalism, MSU) within the framework of the Russian-Swedish Project: "Freedom of the Press in Russia and Sweden: Comparative Study of Professional Cultures and Censorship/Self-Censorship Mechanisms". Another part of the research is being made by the Swedish scholars from the Department of Journalism, Media and Communication (JMK), Stockholm University, and includes data collected in Sweden.

Self-regulation of the Swedish press and its limitations

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THE SELF-DISCIPLINARY SYSTEM of the Swedish press is not based on legislation. It is entirely voluntary and financed by four

press organisations. The Swedish Press Council (Pressens Opinionsnämnd, PON), founded in 1916, is the oldest tribunal of its kind in the world. The Press Council is composed of a judge, who acts as chairman, one representative from the four press organisations and three representatives of the general public who are not allowed to have any ties to the newspaper business or to the press organisations. The basis for the Press Council is a set of rules, an "ethic code".

This paper deals mainly with the following aspects: (1) The historic roots of the Press Council and the development of the ethic code, (2) the concept of "public interest" which is central for the enforcement of the ethic code, (3) the impact on the Swedish press, (4) self-censorship and the ethic code, (5) which ethical aspects are not regarded and finally (6) what may be improved in the ethic code? The empirical material is analysis of documents and interviews with journalists.

The office of the Press Ombudsman (PO) was established in 1969. Its holder is appointed by a special committee consisting of the Chief Parliamentary Ombudsman (JO), the chairman of the Swedish Bar Association and the chairman of the National Press Club.

Nowadays the complaints against the press are first handled by the Press Ombudsman, who is also empowered to take up matters on his own initiative, provided that the person or persons concerned are in agreement. Once the inquiry is concluded, PO has two alternatives: either (1) the matter is not considered to warrant formal criticism of the newspaper, or (2) the evidence obtained is weighty enough to warrant decision by the Press Council, specified criticism included.

Any interested member of the public can lodge a complaint with the PO against a newspaper item they he or she regards as a violation of good journalistic ethical practice. To file a complaint with PO is free of charge. PO also answers queries from the general public on matters of press ethics.

When a complaint is filed, PO's task is to ascertain whether it can be dealt with by a factual correction or a reply from the affected person published in the newspaper concerned. A newspaper that has been found to violate good journalistic practice is expected to publish the full written decision of the Press Council. It shall also pay an administrative fine.

In recent years, 350-400 complaints have been registered annually. 10-15% of all complaints have resulted in formal critical decisions.

Problems of media self-regulation in regional: Information field of Russian Federation

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THE PROBLEMS OF media self-regulation in the regional information field of Russian Federation are still actual since the middle of 1990-s. The adoption of national Journalistic Code of Ethics and different regional Codes helped to adjust the understanding of quality journalism standards but could not solve the displayed conflicts that were reflected in the information conflicts and in the increased number of the suites of defending honor, dignity and business reputation.

Krasnodar region of Russian Federation is of the great interest for the study of regional media and the problems of media self-regulation from the point of view of information saturation (the third place in Russia after Moscow and Saint-Petersburg) and from the point of view of the number of information conflicts and the existing tendency for their pre-trial decision.

In 1997 in Krasnodar region the Council of Ethics of Krasnodar Department of the Union of Journalists of Russian Federation was organized. According to the regulations the Council took the writ

from the interested party, informed the other party of the date of the sitting and appointed the expert. In the case of default the Council had the chance to hold the legal investigation.

The Council of Ethics was consisted of Chairman, Vice-Chairman and the number of journalists. Four journalists were editors-in-chief of the regional periodicals. As a rule the sittings were held once a month to combine several cases and there was the journal for each sitting. The sittings were open for the audience and journalists who could take part in the discussion.

Each member of the Council received the materials of the case, took part in the discussion and secret voting by show and could express the difference of opinion about the decision or its points that was registered in the journal.

The Council decisions were published on the monthly page "Journalist" in the regional newspaper "Kuban Segodnja". The reports from the Council sittings could be published by the correspondents of the other newspapers.

In 2002 the Council of Ethics was transformed into the Regional Panel of Grand Jury of the Union of Journalists of Russian Federation with the same functions. Now it consists of eleven members including the expert who has the right to invite the other experts for different cases and the judge with the experience in the field of the suites of defending honor, dignity and business reputation.

The Regional Grand Jury managed to gain authority among journalists and judges and usually 4 cases from 10 are finished by reconciliation.

In 2005 there was the attempt to introduce the news-ombudsman practice in Krasnodar region in the context of the project "The Development of the Institutes of Media Self-regulation in Krasnodar region" organized by "Media Law and Policy Institute" (Moscow). The programme was sponsored by the Open Society Foundation (London).

The results are not perfectly clear yet but there are some perspectives that are connected with the dynamic development of Krasnodar region and future Winter Olympic Games in Sochi.

Watchdog for Watchtower: Media Ombudsman in Different world

'Incitement to genocide': relevance for a responsibility to protect?

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THAT THE MEDIA can play a sinister role in the preparatory stages of genocidal conflict is evident and widely recognized. From Nazi Germany to Rwanda the deadly potential of inflammatory speech has been amply illustrated. More recently, we are seeing familiar tactics taking root in the media in conflicts in Kenya or Zimbabwe.

Since the first conviction of media professionals at the international tribunal in Nuremberg after the Second World War, this role has been recognized through the prohibition of 'incitement to genocide' in the Convention on the Prevention and Punishment of the Crime of Genocide (1948). It has also been addressed, most recently, in the so-called 'media trial' before the International Criminal Tribunal for Rwanda.

Defining what kind of speech constitutes incitement and thus falls out of the protection of freedom of expression, however, remains a delicate task.

While there seems to have been a shift from the stringent criteria of 'public and direct incitement' formulated in Nuremberg to an interpretation that is more open to considerations of context and much less lenient, the delicate balance between freedom of

expression and the prohibition of incitement has once more become the centre of attention of legal scholars as well as media professionals and human rights activists.

Also from a communication science perspective, the role played by the mass media before, during and after the outbreak of violence has gained an increasingly prominent place on the research agenda. Attempts to point out similarities and even to create models of chronological sequence, which would imply the possibility of warning against future violent conflicts by means of comparing and extrapolating, have been made. The pressing question often becomes this: if we seem to be able to detect the processes of incitement which lead to the outbreak of genocidal violence, why do we not interfere at those initial stages to prevent the genocide from occurring?

Today, parallel new developments in human rights law that point to the emergence of what former Secretary-General Kofi Annan has referred to as a 'responsibility to protect', as well as the obligation to prevent genocide (interpreted in the recent International Court of Justice judgement in the case of Bosnia and Herzegovina vs Serbia and Montenegro) now raise interesting issues of state responsibility that may help address this question. Is there a legal obligation third states - or even the international community at large - may have when faced with the stages that lead up to genocidal conflict?

The central question of the paper will subsequently be whether, under current international law, the obligation to prevent genocide could imply a duty to intervene at the incitement stage of preparations for a genocide. If so, whose obligation would that be and what would its content be? How would such an obligation be reconciled with the individual right to the freedom of expression?

These questions will be answered with reference to provisions and case law on the prohibition of (incitement to) genocide, but also with an eye to current developments in general human rights law. Lastly, recent proposals to install an International Media Alert System will be considered in light of these developments.

It will be argued that the duty of States under human rights law to protect the right to life and other human rights should mean an obligation to pass and implement laws banning incitement to genocide.

Strategizing self-censorship: A return to repressive media regulation in South Africa?

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THE PAPER WILL document the latest developments in the South African media and government relationships. By comparing it with government-media relationships under apartheid, the author will argue that there is a growing tendency to return to repressive regulation. The author will show how, despite the African National Congress' (ANC) initial and progressive Media Charter and the entrenchment of freedom of expression in South Africa's Constitution, the ANC has since 2000 been displaying a similar strategy in dealing with the media as has the former apartheid government. The strategy is to persistently intimidate the media with threats of more regulation and censorship. The latest example in this regard is a proposed media tribunal to monitor the media's self-regulation measures and the performance of the media ombudsman. By so doing, the media is pressurised into applying increased self-regulation and self-censorship, often to the detriment of objective reporting and the need to expose corruption, bad management and nepotism – as has happened under apartheid. Historical examples of increased regulation and monitoring under apartheid will be compared with contemporary examples of similar incidents or threats. Examples that will be examined are the jailing of journalists, court interdicts against the publication of articles, the ban-

ning of media, and the misuse of the public broadcaster and the most recent (2007/2008) resolutions adopted by the ANC on communications and the media.

Theoretically, the paper is set against the background of normative media theory on the role and functions of the media in society, with specific reference to libertarian versus social responsibility and development theory. It is illustrated how the apartheid government has misused social responsibility and development to cultivate a so-called patriotic media. In the same way, the present government misuses the media's so-called social responsibility and development role(s) to propagate African patriotism and a media that will break with its "Western practices and values" to become a "true African media".

In conclusion, and to situate the topic in a more "global" context, examples will be referred to of similar media-government incidents in African and Balkan countries that, like South Africa, are experiencing the processes of "transforming" from closed to "open" societies.

Media Quality Management Systems and Global Divide

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THERE ARE MANY very different concepts of media regulation implemented in different states. In the current theoretical discussion about the right concept, new models – such as "Regulated Self-Regulation" or "Media Governance" – are seen as the "third path" in media policy. In these new concepts the role of the state has to move away from hierarchical control to a modulation of processes going on within society. An important element of this new concept is the idea of "Media Governance". This concept has to assure the autonomy of the media but at the same time to take care that the media organisations assume responsibility within this autonomy. The media organisations are obliged to establish negotiation processes and forms of self-obligations.

In this process of co-regulation new initiatives can arise within the single media organisation. The most effective way is to establish a quality management system that treats systematically the interests of the stakeholders and function as a form of self-obligation and self-control. The quality management system includes the constitution and communication of transparency rules, quality values, norms, standards and procedures to involve the civic society or recipients. We know from research that up to now such initiatives - quality management systems - are very seldom or only rudimentary implemented in media organisations all over the world.

In 2007 in Switzerland, the Swiss state media regulator OFCOM has decided to guarantee broadcasting licenses only based on the implementation of a quality management system. In this process of regulated self-regulation not only the public broadcaster but also 20 private TV stations and 52 private radio stations have recommitted to establish a quality management system that focus on both quality policy and self-control processes.

The attempt of the new Swiss Model of Media Regulation and the results of an analysis regarding the state of media quality management among private Swiss broadcasters will be discussed. On the basis of this presented study the Media regulator has drawn conclusions for the broadcasting licensing and regulation process. In a second step the paper will present the first visible effects of the new regulation model - the commitments regarding the implementation of a quality management system.

In this context and regarding to the main congress theme it is interesting to reflect the potential of the International Standard ISAS BC 9001:2003 developed by the International Organization for Standardization under its ISO 9001:2000 requirements. ISAS BC 9001:2003 is the first specific standard to broadcasting organ-

izations regardless of type (television and radio broadcasters, Internet content producers), status (private, public service or community broadcasters), and size.

Relating to the relationship between media and global divides the question has to be discussed if the international standardisation of quality management systems can be an adequate media regulation model in light of different cultural, economic, cultural, religious and other conditions.

The Hong Kong Communications Authority: A New Watchdog for the Media?

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IN MARCH 2006, the Hong Kong Government announced a merger of the telecommunications and broadcasting regulators into a single regulator called the Communications Authority. The new 'super-regulator' will oversee both the telecommunications and broadcasting sectors in future.

This paper addresses three research questions. Firstly, it examines the policy goals of the Hong Kong government for the establishment of the Communications Authority. It also studies the government proposals on the organization, regulatory functions and governance of the new authority. It also analyses the responses of the different stakeholders in the local communications industries to the proposed establishment of the new authority. While many agree with the government's policy goal of enhancing the economic efficiencies in regulating the converging communications industries, there are concerns that the setting up of such a 'super-regulator' may lead to more regulation of the local media. Such concerns are not unjustified as Hong Kong does not have a democratic political system, or a 'check-and-balance' regulatory regime like those existing in the United Kingdom ('UK').

Secondly, the paper considers the possible role and functions of the proposed Communications Authority. It evaluates whether the new authority will only enhance the economic efficiencies of regulating the communications industries, or it will also increase the regulation of the local media. In particular, it analyzes the possible relationship between the new authority and the Radio and Television of Hong Kong ('RTHK'), the local public broadcasting service provider. It also discusses whether the RTHK should fall within the regulatory jurisdiction of the new authority.

Finally, the paper evaluates whether, and to what extent, the overseas experience of 'super-regulator' is applicable to Hong Kong. As the new authority is heavily modelled on the Office of Communications (OFCOM) in the UK, the paper undertakes a comparative study of the regulatory role and powers of the OFCOM over the British media. It also reviews the relationship between the OFCOM with the British government and the British Broadcasting Corporation (BBC), the public service broadcaster in the UK. The paper also explores whether, and how, a 'check-and-balance' regulatory regime can be developed in Hong Kong.

In this paper, the authors argue that the Communications Authority is unlikely to develop into a powerful watchdog and censoring machine for the local media, notwithstanding the absence of a democratic political system in Hong Kong. However, the new authority can impact on the future development of public service broadcasting in the territory. The authors conclude that the Hong Kong government needs to define clearly the regulatory ambits of the new authority over the local media sector, in particular its role and functions over the RTHK or future public service broadcasters in Hong Kong.

Media Freedom vs Media Ownership and other Issues: In search of New Media Law

First Impacts: Dismantling Frameworks for Cross-owned Media in Australia

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NEW MEDIA OWNERSHIP laws allowing consolidation between traditional media took effect in Australia in 2007. Yet the first impacts in the wake of the liberalising of the cross- and foreign-media reforms were not the awaited media merger and acquisition feeding frenzy. Rather, the first moves were characterised by opportunistic refinancing based on the share price bubble, courtesy of the government's legislative package. More than fifty per cent of the free-to-air networked television sector has now been taken private (and foreign) through private equity deals. As media consolidation continues there is an overriding public interest in how the process of media convergence will impact on diversity of views and opinions, particularly in relation to cross-owned news media. And while certain commentators suggest that there will be increased media diversity as a result of proliferating platforms and access devices, on current trends, the evidence to date is that such an outcome is remote. In this paper I argue that the process of media convergence is inevitably bound up with industry consolidation and cross-ownership, and to the prevailing ideological and policy framings that underwrite it.

At the same time, governments around the world are fine-tuning their broadband policies in an attempt to improve the public's access to the Internet and other platforms. There is evidence to suggest that newspaper circulation and TV viewership are in a slow decline, and this in part explains why traditional media have been so keen to expand into new online media. This paper will briefly examine some trajectories of these developments, assessing their potential implications for citizen and consumer audiences.

In Australia the Fairfax Media/Macquarie Media/Southern Cross Broadcasting merger was the first major cross-media implementation under these new rules. This case study will examine the 'first impacts' of these liberalisation/marketisation processes. The paper examines specific convergent industry sites that raise issues primarily in relation to ownership/diversity of voice in news. The questions are posed: how will such cross-owned entities actually operate, and what might be the practical effects in terms of diversity of voice in news. And what are the wider implications - for employment in the industry and for democracy? Will newly acquired media assets be stripped of their most profitable operations and then on-sold? What will be the impact of online news provision as faster broadband delivery infrastructures roll out? The international regulatory context is in a highly dynamic phase. In the US, the FCC's proposed broadcast/newspaper rule liberalisation (in the 20 biggest markets) is under scrutiny by Congress. In the UK, The House of Lords Select Committee on Communications is currently inquiring into media ownership and the news. And in the EU there's an increasingly poor fit between the mechanisms of competition law and broader objectives for plurality, especially in terms of consolidation of sources of opinion or voice in new media contexts.

Restrictions on media ownership in post-Soviet countries

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WITH THE BANNING of the Communist party of the Soviet Union and collapse of the USSR, demands for restrictions on media monopolisation, especially of the state bodies, and for transparent ownership of the media were reflected in the laws and practice of only four out of the 15 new countries, that is Armenia, Georgia, Lithuania and Moldova.

The laws and practice for restricting media ownership concentration in post-Soviet countries that have successfully resolved this issue convincingly demonstrate that a viable way to achieve this is to make sure that the public are informed about media proprietors and their financial backers.

Here the cue was taken from the situation prevailing in western Europe, of substantial restrictions on state ownership of printed and electronic media, transparency of media ownership, and public monitoring everywhere of concentration of ownership. After all, control of the media by private corporations can be as much a threat to freedom of mass information as abuse of power by the state.

At the same time, other post-Soviet states lack a mechanism for ensuring transparency of media ownership, and any legal safeguards against concentration of ownership that they do have are not put to practical use.

Actual Law in Virtual Worlds: Protecting Creative Works on Second Life

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SAMMY OFER SCHOOL OF COMMUNICATIONS,
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WE ARE CONDUCTING a cross-cultural study by the Hank Green-spun School of Journalism and Media Studies (JMS) and Sammy Ofer School of Communications (SOSC) of the implications of what is becoming a new popular communication channel—that of online virtual communities. In particular, we are looking on Second Life (SL), a virtual world created by Linden lab, which boasts over 7 million registered users (<http://www.secondlife.com>), as a pilot site for initial exploration by SOSC and JMS.

SL users engage in various activities, including entertainment, hobbies, and commerce. While the site may not be the most sophisticated environment it draws a broad range of participants (including several universities), and, therefore, has a large diversity of people. Additionally, it has visual communication interest.

Recently six major Second Life content creators have filed a lawsuit claiming copyright and trademark infringement against a [?] Second Life user, who exploited a flaw in the SL software (infamously named CopyBot) to duplicate thousands of copies of the creator's products. Those products are everything in SL including avatars, avatars' clothing, skins and shapes, scripted objects, furniture and more.

Linden lab said that they are not "in the copyright enforcement business". The communities within SL should have the tool and the freedoms to decide how and when they deal with the potentially infringing content.

This raises big questions.

Second Life, like the Internet as a whole, may be essentially placeless, but laws vary by jurisdiction. Copyright protection lasts longer in some countries than in others. Although nearly all nations prohibit obscenity, the definition varies. American law, further, defines obscene material in part based on "community stan-

dards,” potentially adding another level of geography to Second Life. Hate speech of various forms, especially Holocaust denial, is widely forbidden by law, but not in the United States. A person violates the law for denying the Turkish genocide of Armenians in Argentina, Switzerland, and other countries; asserting that the genocide took place breaches Turkish law. A South Korean writer can be imprisoned for praising North Korea. Advertising and other forms of commercial speech receive some degree of protection in the United States and Canada, but not in Germany or Japan. In each of these respects, a Second Life user could be face First Life criminal penalties or civil damages for behavior that would be lawful across the border in the adjacent country.

Second Life itself may face liability if it complies with the demands of the copyright holders. The argument can be made that once a website vets material, even if it does so only upon complaints by users or others, it loses its status as a quasi-common carrier. In terms of American law, its character shifts from that of the phone company, with no responsibility for the material it carries, to that of a television station, with complete responsibility for the material it carries.

Will nations cede their sovereignty and allow the creation of a legal system, applicable only to Second Life or to the Internet as a whole? It seems unlikely.

In short, what are the laws of the new virtual worlds? And can we protect creative works without the blunt instrument of copyright law.

Roundtable: Communicative Cities and Spaces: Human Rights and Regulations Moderator: Wolfgang Kleinwachter

PARTICIPANTS:

NICO CARPENTIER, FREE UNIVERSITY OF BRUSSELS, BELGIUM

SUSAN DRUCKER, HOFSTRA UNIVERSITY, USA

GARY GUMPERT, URBAN COMMUNICATION FOUNDATION, USA

CEES HAMELINK, UNIVERSITY OF AMSTERDAM,

JAN SERVAES, UNIVERSITY OF MASSACHUSETTS, USA

SINCE 2007, MORE than half of the world's population will live in cities, large expanses of population and structure broadly described as urban. The World Charter on the Right to the City represents an important step in the effort to critically examine the

urban condition and the quality of life and civil society in cities. The Charter, while considering the challenges of globalization, is weakened by not explicitly addressing the fundamental issues of communication so integral to cities today and in the future. Among the 23 articles of the Charter, two address dimensions of communication. Article VI underscores the importance of the right to public information from city administrations, or from the Legislative or Judicial authorities: – this in an age when e-government and digital cities offer “one-stop” public access for local information. From news channels broadcasting 24/7 to the proliferation of online publications, the illusion is the apparent increased coverage and information about government. Article IX reaffirms the right of association, assembly, expression and the democratic use of urban public space, emphasizing that cities should make public spaces available for meetings and informal gatherings. However, the social functions of the city and the technological communication infrastructure are neglected in the document. Recently, scholars have begun to expand on the concept of human rights in the context of landscape arguing that landscape is a shared resource through which humans communicate and that all human beings deserve the right to landscape.

The infrastructure of a city shapes and is shaped by the need for communication. The original infrastructure of cities was the physical environment; paths, roads, streets, market places, meeting places, and city walls.. The latest adaptation of the urban communication infrastructure has been a response to the Internet and mobility. In an effort to be forward thinking or at least to keep up, municipalities large and small are undertaking wireless initiatives as Wi-Fi and wi-max gains momentum. While wi-fi hotspots have been growing in availability for a number of years, the recent trend has been to deploy citywide or regional networks. Municipalities are looking to wireless internet access to enhance public services, The digital divide is rooted in the communicative infrastructure and policies of cities. The mayor of San Francisco recently proclaimed broadband Wi-Fi a “basic human right.” The investment in communication infrastructure linked to physical infrastructure has long been a matter of public policy made operational through laws. Increasingly, landscapes are being privatized as evidenced by the rise of private/gated communities and privately owned shopping streets/malls. Legal issues include zoning, rights of assembly, association, privacy, public and private space communication rights and the right of access to the communication infrastructure. This panel will be a roundtable discussion exploring communication landscapes such as cities with regard to human rights and regulations.



Media and Sport Section



Media, Sport heroes and celebrities

Media and sport: history, heroes and “footballization”

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SINCE THE SECOND half of the XIX century and during the XX century, media and sport established a strong partnership and a profitable relationship in Europe: sport grew and became popular thanks to the media, which saw its sales/audiences grow as well as its importance in the European society.

In the beginning, media and sport were a “love-match”. Usually, the sports journalists were, at the same time, managers, referees or athletes. They organized events, played games and wrote about them. The first important Portuguese sport newspaper was *O Velocipedista* (1893-1895) which contributed to the development of sports by organizing several cycling trials and cycling-tours. In France, another sport newspaper, *Le Petit Journal*, organized the first cycling race between Paris and Brest, in 1891. In the first decade of the XX Century, in Portugal, the most important sport newspaper *Tiro e Sport* organized the first football cup in March 1906 – this was the first step for the football popularization in Portugal. In the same decade, different sports newspapers, all over Europe, had made their contribution towards the development of sport in the Continent: in France, in 1903, *L'Auto* organized the first Tour of France in cycling; and in Italy, *Gazzetta dello Sport* organized the first Giro of Italy in cycling in 1909.

In the next decade in Portugal, the sport newspaper *Os Sports Illustrados* gave its contribution for the creation of our first sporting hero, the athlete Francisco Lázaro, who died after suffering insulation during the Olympic marathon in Stockholm-1912. The newspaper said that he died a hero, in the name of his country - the young Republic (the monarchy regime ended in 1910) needed heroes desperately. This was another roll for the press: the creation of national heroes. The Italian and the German sport press did the same during the 1930's.

The professionalization of journalists and athletes, and the regulation of sports and competitions, during the 1950's and 1960's, brought about a new stage in the relation between media and sport: a “marriage of convenience” – the media did the apology of sport and created sports heroes, while the sport created an “alternative world”, more interesting and emotive than normal live. As far as the Portuguese sportsmen were concerned, the football players became the most popular sportive heroes and attended a “footballization” in the sports media covert: in the 1980's and 1990's, the news about football dominated the sportive speeches in the European media.

Since 1990's, Portugal had three daily sports newspapers which sold more newspapers than the three most important daily newspapers, and more than 80 per cent of the news, in the sports newspapers, was about football. In terms of television, football matches were always at the top of audiences. But this also happened all over Europe. Thanks to the media, we can say that, in the last couple of decades, one of the most important phenomena of the globalization was the “sportivization” of the Western society, with special impact on the “footballization” of the sport news.

Media and the Sports – celebrity in the advertising context – Does the message have any effect?

ANNA BROBACK
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IT'S WIDELY KNOWN that advertising has an impact on our daily life. Whether it's a positive or negative impact, depends on our view. In any case advertising influence our lives.

Sport events are no exceptions. TV broadcasts events i.e. the Olympics, and with that comes brands and producers into our living rooms and consciousness. Advertisement has one clear message to sell. These messages pay for the transmissions and constantly interrupt the programs to transmit their messages. Most sports i.e. slalom skiing, athletics (track and field events) and football have become dependent on the earnings from the media, a media industry that gets their profits from buyers of advertisement.

Because we consume sport, we also consume media. We are being influences by advertisement and its messages culturally, ideologically and identically (Jackson and Andrews, 2005). Advertisement in a sport context creates our image of the sport and also its values and characteristics. Producers also use athletics that are strong brands in their sports as a way to promote their brands and to enhance the attractiveness of the brand name.

Over the years, advertisers have paid celebrities millions to endorse their products. The celebrities' responsibilities can range from use or wearing certain brands, for example Carolina Klüft for Reebok, Anja Pärson for Solomon, Zlatan Ibrahimovic for NIKE and Fredrik Ljungberg for Puma. Even through the widespread use of celebrities/athletics, there is a lack of investigations if celebrities may have an effect in advertising. A limited number of researches in the area of celebrities in advertising has been done in a cultural perspective, and want to contribute that previous work. I seek to explore the relationship between sport advertising, celebrities and product/brand message.

The purpose of this paper is to describe the actual advertising, how many ads are there, what products they advertise for, and finally what the consumers think about this advertising, the product itself and people's responses to it.

The investigation analyse is based on the qualitative method of collecting data. To get the participants perception of the products, celebrities and advertising, I use a focus group. The participants' ages were between 15-20 years old. I choose relative young participants in this study because; teens are searching for their own identity.

The results reflect that the advertising has an effect if they can identify themselves with the celebrities/athletics. There is a stronger link between the product brand and the consumers if they like the athletics in the advertisement. That connection influence them to say positive things about the advertising, recommend brands to others, and encourage friends or relatives to buy certain products or brands. From a theoretical point of view, the results imply that advertising are indeed related constructs, and that researchers in the advertising area may benefit from a conceptual exchange.

Role models for a social democratic society: the athlete and the engineer as heroes in Swedish sports films 1930-1963

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BEFORE THE 1930S, few sports films were made in Sweden. This come to a change with the coming of sound movies approx. 1930. Suddenly, in the 1930s, there was a burst of Swedish sports films.



A common trait in these films was the depiction of athletes who were also engineers, and capable of constructing new motors for boat races, cycle races etc. These were obviously Swedish heroes not only in the sense that they were talking Swedish and living in Sweden. The birth of this heroic stereotype was also in conjunction with the rise of the social democratic party to power in Sweden in the early 1930s. The political goal for this new power bloc was to create a welfare society, nicknamed "the peoples' home". The engineer as a constructor of material goods was suitable for this purpose, but so was also the sporting hero, with his (they were always men) construction of strong bodies and national sentiments. The aim of this paper is to study the depiction and development of those two heroic figures, and their ideological meanings, in Swedish sport films from 1932 to 1963, when production of sports films in Sweden came to an end.

"We don't kick it like Beckham": The German soccer celebrities

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THIS PAPER EXAMINES under which conditions German professional soccer players can turn into celebrities, and which presentational style and narrative strategies Germany's most important people magazine *Bunte* uses to drag about their lifestyle. The prototype is David Beckham, who embodies the metamorphosis of professional soccer players to pop culture lifestyle icons presenting their private lives to the tabloid press like in a mail-order catalogue. This example shows that being a top athlete is not enough to become famous. A soccer celebrity has to meet the approval of the broad public meaning he needs as much media coverage as possible. Therefore, self-marketing is a main part of the business. This could develop into a boomerang if the image of the star gets cracked due to a scandal cannibalized by gossip magazines. Hence, this explorative study presents the results of a longitudinal qualitative content analysis of the German celebrity magazine *Bunte* from 2002 to 2006. Four case studies of the most frequently mentioned soccer players illustrate how the popular press delineates the kickers' private lives. Unlike Beckham, German soccer celebrities present themselves as down-to-earth, well-behaving husbands – just now and then cheating on their wives.

Media and Sport Around the World

The sports myths through television. The example of rugby on Channel +

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IN ITS MODERN form, sport is an object which has got a huge media coverage. To treat this as a phenomenon, we shall take a hermeneutic category, "myth", which we find in the sports' stocks of references, and which many theoreticians and/or actors of domain use. This, in order to understand how this category nourishes television presentations of sports, especially concerning rugby.

Rugby being today the sports in which those myths seem to be the most anchoring – for instance through the fundamental dimensions which are the fabled and the sacred-, it seems appropriate to assess the effects of the spectacularisation at that level. So a question arises: won't strategies of sports' media coverage relegate afar the primordial aspects which give all its sense to these sports?

In France, it is the private channel, Channel + that initiated new strategies of media coverage which, later, tended to become widespread. That is why our corpus will be constituted by programs broadcast on that channel. All the more so as, since the start of the 2007-2008 season, this channel detains the exclusive broadcasting rights of France Rugby championship.

The world of rugby appearing to be very tied to myths envisaged as being shared values, questions in the centre of the purpose are: in what measure television presentation of rugby carries mythical accents? How do these latter contribute in giving meaning to these sports? Finally, what is precisely this meaning? Consequently, given the abundance of axiological referents in the meta speeches of rugby world, we propose to analyse television enunciations and their mythical referents.

To treat these problems, we shall base our elaboration on the works of the socio anthropologist Pierre Sansot, who developed a poetic approach of sports, around notions as the sacred, holiday, the collective imaginary, the legendary etc. We shall put this approach in perspective with that of François Jost on television signification and notion of "expert", through the study of the sports journalist's mediation.

That will allow us to show, as it was the case during the XXth century, that sports knows a paradoxical situation which reflects the very dynamics of sports movement, between, on the one hand, universal invariants which perpetuate its ideology, and on the other one, centrifugal forces which move it away from its mythical foundations for political, scientific and economical ends.

Sports digital media coverage in Spain

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THE DIGITAL TECHNOLOGY development has revolutionized the reception of images and sound of sports. In recent years digital process has allowed an integration between Audiovisual Mass Media. Digital television and Internet are today the clearest example process of fusion between telephone, computer and television. The integration of television with Internet and Mobile telephone is creating new ways to show unknown aspects of sports. Although the situation is different in every country, Spain has been immersed in the Digital Media development. Digital Television started in Spain in 1997 with two satellite based digital TV private platforms, *Via Digital* and *Canal Satélite Digital*. Five years later they merged and it was created *Digital Plus*. On 2005 Digital Terrestrial Television was relaunched as a free service. From the beginning of Digital TV in Spain, it has a dominant position in sports contents. The most example is the exclusive rights to major sport events, especially football matches. Unlike other countries, High Definition (HDTV) broadcasting in Spain still does not play an important role in Digital TV offers. However recently (february 2008) *Digital Plus* has created the first HDTV channel. The Spanish football League and the next European football Championship (Austria-Switzerland) will be the first sports events broadcasted by a spanish television channel. On the other hand, *La Sexta* was the first Spanish TV channel that used a multimedia system on broadcasting of sports events. The UEFA Cup match between Steaua Bucharest and Seville on Thursday 15th February 2007 was the first sport event could be watched through mobile phone (Orange Company) and two Internet websites (*www.lasexta.com* and *www.elmundo.es*). The same channel broadcast on 2007 the European Basketball Championship through television, Internet and Mobile phone. The emergence of *La Sexta* in the Spanish audiovisual landscape has altered the media coverage of sport. The number of TV viewers and Internet users has brought a new conception to follow the sport in Spain. These are only some examples to indicate the media coverage of sports tendency in Spain during the next years. The next Olympic Games in Beijing will be follow online through different multimedia devices that



will be applied also in Spain. However Spain as other European countries are away from American Sports Media coverage. The Professionalization of American Sports is well above the European model. Only Sport Competitions as Spanish football league (*La Liga*) reach the highest levels in Digital Media coverage, especially on television. Finally, Internet has enabled showing sporting disciplines with less presence in the Spanish television. As a result, the increasing sports on the Internet will encourage new sports disciplines. Therefore, this represents an excellent opportunity to promote the educational values of sport, increasingly represented through Spanish television.

Endless Contest: Theorizing the devolution of advanced sports media cultures

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THIS WORKING PAPER concerns the rampant contestation that sport - both amateur and professional - has introduced into contemporary society, abetted to a large degree by mass media. Although sport is often viewed as a sublimer of aggressive tendencies (Elias and Dunning 1986) - a simulation of combat, if you will - it may, in fact, work (through media) to stimulate even more acrimony and deeper societal schisms. This it does in numerous unanticipated ways: including:

- 1) the heightened emphasis on economic haves and have nots;
- 2) the sudden attention by political, administrative and legal entities to rules infractions and enforcement;
- 3) the exaggerated emphasis on stating opinions and taking sides;
- 4) the increased involvement of public authorities in the activities of private entrepreneurs.

These developments - which can be located with increasing regularity - appears true for societies which are most "developed", which have achieved the highest rung on modernity's ladder (e.g. Maguire 1999), with the largest, most extensive and sophisticated sports media cultures (Miller et al. 2001), and which have evinced the most advanced stages of "sportization" (Elias 1986).

Showing this requires attention to both empirical and theoretical threads. It also can benefit from comparison. Such are the major features of this paper. In large part it consists of cases from contemporary United States sports, although for the purpose of contextualization (via contrast), brief forays into the mediated sports culture of other countries (and most notably, Japan) will be undertaken. The cases are various, but all involve the active contestation between two or more of the following: athletes, coaches, management, and fans, on the one hand, and political, legal, administrative, economic, or social institutions, on the other. The media's role, not as neutral reporter, but as active stimulus in fueling contestation between the various actors, above, is highlighted. The aim of the paper is to identify, then categorize the various types of contestation transpiring in American society today, then flesh out some of the ways that this can be understood vis-à-vis social theory. The main contention, which will become apparent by paper's end, is the role of the media institution in simultaneously assisting societal evolution *and* devolution. The media assessed include: talk radio, newspaper and television coverage, Internet news sites, and blogs. The assessments, themselves, are of non-systematic samples, treated via qualitative content analysis.

All cases center on media portrayals of and public reaction to recent high-profile sport-related incidents. While cases will be added as the research progresses, current examples include:

- 1) a grand jury indictment, for perjury, of Major League Baseball's all-time home run leader, Barry Bonds, over his alleged use of steroids. The grand jury was convened in large part based on

the best-selling book, *A Game of Shadows*, by two investigative reporters.

- 2) the jailing and fining of Marion Jones - as well as the forcible stripping of her Olympic medals - due to her admission that she used performance-enhancing drugs.
- 3) a congressional hearing, nationally televised, into the alleged use of Human Growth Hormone by Cy Young-winning pitcher, Roger Clemens. The hearings broke down along partisan lines; and one attorney speculated that, should Clemens be found guilty of lying to Congress, he would receive a presidential pardon.
- 4) the threatened investigation by the powerful Senate judiciary committee into whether the football team which had played in 4 Super Bowls since 2000 (and won 3), was guilty of illegally videotaping rival team's defensive hand-signals. Since this investigation began, the tapes were destroyed and a player from one of those losing Super Bowl teams has filed a \$100 million civil suit against the offending coach.

These cases clearly demonstrate that contestation is on the rise in the US, one of the world's most advanced sporting nations (...)

Waiting for Beijing 2008 – Sport, Media and the Olympic Games

Cultural consumption and identity politics in sports: campaigning discourse of the Beijing Olympics

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THIS PAPER AIMS to explore the dialogic relations between form and function in multimodal discourse by looking into six print advertisements for the Olympics 2008 released by Mainland China. Data for analysis are chosen on the grounds that, first, the wordings in Mandarin Chinese are simple, slogan-type, e.g. *Aoyun re, re bian jingcheng!* "*Olympic Fever Heats All of Beijing!*" but creatively interweaving the Games' logo with attractive pictures and colour symbolism concerning Beijing City through which the messages could be plenty. Secondly, they encourage the (active/imaginative/creative) audience to integrate the semiotic elements (linguistic slogans and visual images) to trigger cognitive contextual effects, namely pun, irony, metaphor and humour, and will perform various pragmatic/communicative functions thereafter. Thirdly, they are ideologically significant for conveying, promoting and enhancing traditional and wide-ranging Chinese culture, inviting and persuading the audience to recognise the prominent values in a fresh and friendly style with appeals to market orientation, modernisation and globalisation.

The audience's perception, comprehension and interpretation in multimodal communication are approached within Relevance framework (Sperber & Wilson 1986/1995, Noveck & Sperber 2006, Forceville 2005). She searches for optimal relevance in the interpretation process, during which a wide array of implicatures involving feelings, attitudes, emotions and impressions would be inferred and derived from non-/verbal communication together with the contexts, depending on different degrees of involvement and shared cognitive environment/background knowledge. The sociocultural aspect of visual communication and language use is further explored to see the inseparable relationship between sign systems/ language and social meaning. Lending itself as a symbolic arena for embracing competing ideologies, multimodal discourse displays the gist of, and adds interest to, social semiotic interpretability, reflecting the social interaction/cohesion and cognitive dynamics of communicator and audience, thus maintain-



ing the dialectical relationship between sociocultural structures and social practice/discourse (Fairclough 1995).

The Beijing Games: Competing Media Narratives of China

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ON AUGUST 8, 2007, China marked the one-year countdown to the Summer Games in Beijing. While the games themselves will generate a bonanza of stories and images, the year of preparation offers its own opportunity for media analysis. This study examines news and sports reports relating to the upcoming games published between August 2007 to February 2008 in the *People's Daily*, the official voice of the Communist Party of China and *The New York Times*, the paper of record in the USA.

Quantitative content analysis and qualitative textual analysis are both employed. Content analysis provides a broad overview of how issues are framed into overarching narratives. These inform the textual analysis which looks not only for sub-themes, but also for textual ruptures, internal inconsistencies and silences because the 'really significant item may not be the one that continually recurs, but the one which stands out as the exception from the general pattern.' (Hall, 1975). These methods thus open up the explicit and the latent content emerging from two different ideological positions.

Our preliminary work suggests a Chinese narrative dominated by a grand nationalistic discourse. Nationalism is mobilized by 'very different political positions, at different historical moments' and reflecting the 'traditions, discourses and forces with which it is articulated.' (Hall, 1993). In this case, it is being mobilized to guarantee the success of the games and the construction of a 'rising China'. Economic achievement, improved living conditions and political progress are repeatedly emphasized. *The People's Daily* sees the 2008 games as a coming-out party that will show the world China's staggering achievements during three decades of market reform. At the same time, the Olympiad will boost domestic support and consolidate the government's legitimacy as the rightful leader of the 'resurgence' of a Chinese nation.

Reporting in *The New York Times* concentrates on issues such as environmental degradation, human rights violations and the sanitation of food and water. But latent content and narrative frames both construct China in terms of the threat it poses to American superpower status. As the world's largest emerging economy, China's economic growth is one of the world's fastest. For the US, a rising China will have clout in the international economic arena as well as the real potential to challenge American military and political supremacy.

Construction of Chinese Official Nationalism in 2008 Beijing Olympic official website

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EXISTING NATION-STATES have frequently been shown to use sport for a variety of purposes, including enhancing prestige, securing legitimacy, compensating for other aspects of life within their boundaries, and so on. As the most famous sport game in the world, and since people in each corner of the world can watch such game at the same time, the Olympics has been considered as the best ways to express nationalism and political appeal.

Benedict Anderson considered the nationalism as the "imagined communities", and he regarded fictions and newspapers as

two important technological ways to represent the nationalism imagination. With the development of ICTs nowadays, the Internet becomes a new kind of harbour as represented the official nationalism. Therefore, it is a meaningful question to discuss here about how the government builds up the official nationalism on its website.

Therefore, in this paper, focusing on Beijing's Olympics, I hope to discuss how the Chinese government constructs the official nationalism in the Olympic official website <http://www.beijing2008.cn/>, and what kind of nationalism the official constructed to the nation-citizens and foreign viewers.

Specially, two seemingly paradox problems will be studied. First, an important strand in media coverage of sporting activity has always been keen to portray sport as an apolitical arena, a space where people and countries come together as a family in friendship. Therefore, how mass media produce and amplify the official nationalism discourses without conflict with Olympic spirit is an important question I will investigate.

Secondly, when the Chinese government and mass media glorify the Olympics sponsorship as monumental "national achievements", they identify global with national, and national with global. However, the traditional Chinese nationalism discourse is anti-western rhetoric. National is anti-global. Therefore, it is really interesting to discuss why the Olympics and the nationalism discourse can co-exist, and what kind of nationalism is expressed under this condition.

In addition, at the start of a new millennium the relationship between sport and national identity is being questioned, since the process known as globalization. Globalization has been regarded by some scholars as posing a threat to the nation and to nationalism. In this paper, I also hope to examine whether the trend of globalizing impulses diminish the significance of official nationalism, and to what extent.

Based on online ethnography research, three general points can be made:

First, the government constructs the official nationalism differently to the nation-citizens and foreign viewers. To the nation-citizens, the Chinese version news stresses socialism as well as patriotism as official nationalism; to the foreigners, the English version news promotes Chinese traditional cultural nationalism.

Second, although the process of globalization has complex the relationship between sports and nationalism, and has clearly had an impact on them, the role of state in constructing nation identity and nationalism through the Olympics is still obvious and important.

Third, by combining Olympic spirit with Chinese traditional ideal, the Chinese government can express the official nationalism together with the Olympic spirit.

Humans, cities, and nations: journalism and politics in the build-up to the Beijing Olympic Games

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AS THE GLOBAL mega event par excellence, the Olympic Games commands attention around the world not just in the two weeks of the Games themselves but for several months beforehand. Two media themes are often prominent during the build up: the view (often justified) that the Games cost far too much and the fear (usually unwarranted) that the facilities will not be ready. Often too, other global political themes – environmental concerns, regional tensions, treatment of indigenous minorities, disparities of wealth, human rights – become condensed onto coverage of the Olympic Games. This period of months before the Games begin is often a challenging one for the press office of the Organising Committee.

The context in which these developments occur has shifted

during the last few decades. The Olympic Games provides ground on which symbolic struggle takes place between nations, and images of power and competence are at stake. From 1948 to 1988 this symbolic struggle was dominated by Cold War politics. Since 1988 though, the city has challenged the nation as the symbolic focal point. The Olympic Games, like other mega events, has been utilised as a means of advertising a city as a modern dynamic venue for business, and as an attractive and exotic destination for tourists. These goals may or may not fit neatly with the political priorities of the host nation. For example, the balance of tradition and modernity, stability and change, heritage and innovation, may well be cast differently at city and at state levels.

In the case of Beijing, many groups and individuals will be seeking to push the issue of human rights to the forefront of the agenda. Motives will vary, some caring passionately about sport, some disinterested; some engaged in the future of China, others simply anti-communist by conviction; some campaigners on human rights around the world, others focusing exclusively on China. As in the case of previous Games such as Moscow 1980, some had been campaigning for a boycott as soon as the site was chosen, in advance of any specific issue such as the Soviet invasion of Afghanistan in 1979. Given that many nations, including the USA and UK, can be accused of some human rights violations, and that comparisons need to take size and history into account, the issue is not as simple as it may appear. The human rights issue will, however, be a significant part of the symbolic battle around the build up to the Olympic Games. This paper will examine the ways in which these themes develop in the media coverage of the build up to the Beijing Olympic Games concentrating on the UK media, but with some reference to the ways in which stories are covered around the world.

NOTE: This paper is part of continuing research by the JOG Group (Journalism, Politics and the Olympic Games), an international network of scholars for which I am the convenor.

Media coverage of major sport events and ICTs: opportunity of rebalancing or increase the disparities?

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THE ANALYSIS OF the processes of construction of international sport events has established the structural interdependence of the organizers, the media and the sponsors, within the media-sport complex. The recurring debates concerning the organization of the Olympic Games and of the World Cups, as on the cost of media coverage, indicate, as well, the level of the opposing interests.

Broadcast major sport events indeed, stays a stake for the "historic" media as television, which henceforth have to face newcomers' competition in the field of the communication of sport. The persisting logic of localization of the media coverage, is the corollary of the exclusivity which becomes attached to the purchase of the rights upon major sport events: once these territories bounded according to the level of the negotiation, it lead to protect these spaces. Television took of it of consequent advantages these last twenty-five years.

The existence of world scale strategies for the organization, the broadcasting and the communication of major sport events does not contradict, indeed, the preservation of interpretations of the event strongly worked by experiments and cultures, which remain national.

This configuration worked until this day with identified agents (i.e. national media – either consortium linking different TV or radio channels, and print media, either international photography and press agencies) within the framework of relations that are stabi-

lized since the Los Angeles Games in 1984. Now this joint international / local is pushed aside by the development of ICTs and by the increase in power of the telecommunication industries: today they turn to the production of contents and find with sport an inexhaustible subject.

The emergence of web sites dedicated to sport, and, in a lesser measure, of Web TV, answer, at first, a logic of complement, and not replacement, to the television supply. But the fast development of these new devices, leads to a reorganization of the relations between all the agents who participate in the organization / mediatization of sport events. It entails modifications of the offer of contents, involves some re-shape of these contents and changes the terms of broadcasting and reception of the event.

The competition for the control of the on-line sport is henceforth started between media, telecommunication networks, sponsors and sport organizations.

Will this process provide an opportunity of rebalancing of the relations between these agents who are stakeholders of the organization and the media coverage of major international sport events ?

Thanks to Internet, will these events benefit of a wider distribution, gaining audience and visibility ? Will they be easier to get to countries, which were disqualified from it, because of their lack of resources, of knowledge and skills ?

The analysis will notably concern the emergence of multimedia platforms of broadcasting of the major sport events: few weeks before the Beijing Olympic Games, the example of media coverage of the Olympics will allow to define the current evolutions.

Media, Sport and its Audience

At-risk youth's media uses and sport activities as risk factors

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THE PRESENT STUDY examines at-risk youth's media uses and sport activities that could function as risk and/or protective factors with regards to their violent and other anti-social behavior. Guided by Yin's (2003) multiple-case study method and Lipsey's (1983) theory-driven approach, this study executed qualitative in-depth interviews. More specifically, it interviewed a total of 52 middle-schoolers who participated in sport-based psycho-social intervention programs to reduce their anti-social behavior. By doing so, this study investigated the interviewees' media behavior and sport consumption patterns and how those were related to their anti-social attitudes and behavior. Important risk factors are identified: Going to on-line personal computer rooms (PC-Bang in Korean) with their peer group, playing on-line violence games with their peer group, playing sports with their peer group, their sense of helplessness in life, emotional distress, negative attitudes toward schools/teachers and the lack of social skills. Findings indicate that uses of PC-Bangs, online games, online chatting and uncontrolled sport activities are significantly correlated with anti-social attitudes and behavior among both male and female at-risk youths. Finally, this study discusses how various media and sports could be utilized as protective factors, not as risk factors, for various intervention programs to prevent anti-social behavior among adolescents.



A study on Media Sports Content Users' Utilization Behavioral Patterns -Focussing on Television Sports Broadcastings in Korea

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THE PURPOSE OF this study is to investigate Korean sports broadcasting users' utilization behavioral patterns and hidden motivations by applying a concept of Bourdieu's(1986) capital classification. Bourdieu extends the concept of the capital, which is defined in the traditional context into the one in the sociological context. Also he theoretical classifies the capital into economic capital, human capital, cultural capital and social capital. According to Bourdieu's concept of capital, media sports contents can be categorized into the four capital content such as an economic capital content, a human capital content, a cultural capital content and a social capital content.

By analyzing this concept of capital, several significant implication can be brought out; first, Do the sports broadcasting users' utilization motivations affect to choose the watching sports broadcasting contents which contain characteristic features of the capital?; second, what are the characteristic features of sports broadcasting users' utilization behavioral patterns?

The Empirical analysis can show how users watch sports broadcastings and how sport media users' utilization is related to sports content's characteristics of capital. Especially users' utilization motivations of sports broadcastings can be different from 'the information factor', 'the entertainment factor' and 'the social communication factor' depending on sports broadcastings' characteristics of capital. Also users' utilization behavioral patterns of sports broadcastings can be different from 'the amount of media utilization', 'the channel of utilization', and 'the types of sports event' depending on sports broadcastings' characteristics of capital. The result of this study implies that media sports content utilization involved with the concept of capital whether he conceivably notices the influential power of content's capital characteristics.

This study is expect to defined not only an attribute of sports content but also the content users' utilization behavioral patterns motivations by using a Bourdieu's extended concept of capital. These findings can be effectively used for development of contents. Furthermore, the implication of this study is that content's characteristics of capital can have significant relevance for various media consuming phenomena.

The Commodified Sports Fan: Sports Dirt and the Construction of the Consumer in Television Commercials

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ONE OF THE key distinguishing features of mediated sports and mediated fandom is that sports is necessarily turned into commercialized media product and the sports fan in turn gets positioned as a consumer of far more than sport. In this setting, commercialized messages frame the reading of sport and sport (and its fandom) in turn frames commercial messages. This paper considers the milieu of the commodified sport fan through critical examination of commercialized narratives in the mediated sport setting. Considered are the workings of sports dirt, the reading dynamic of sports fans and their interpretive communities, and the necessity of ethical assessment in evaluating strategies used in television commercials featuring sport fans. Illustrations are drawn from five categories of consumption-reflecting sport, accessing sport,

wearing sport, drinking sport, and paying sport-that illustrate the range of the sport fan as constructed consumer to show how "sports dirt" is spread widely, and often problematically, into the broader cultural environment.

Watching 'everyday sport' – handball as a case

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SINCE THE EARLY 1990es transmissions from the womens and mens national handball leagues have developed into the two Danish public-service stations, DR and TV2s most important regular, 'every-day' sports content. Compared to other sports these handball transmissions attracts a significantly different audience including a larger amount of women and elderly people. The reason for this is manifold including both broader structural, societal and cultural factors as well as more specific media and sports related factors. This paper will present the findings from a qualitative study of the handball-audience. The study focuses on how ritual, affective and cognitive aspects as well as gendered patterns are at work in the viewers' experience and when seen together provides a more comprehensive understanding of the basic attractions in televised everyday sports.

When Sports Clubs become 'Website-Communities': The Curious Case of MyFootballClub

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THIS PAPER IS a preliminary case study of MyFootballClub (MFC), an association football computer game made real that is also a website, online networking experiment, business model, and an actual football club that has attracted extensive media and sports supporter interest. It uses MFC to examine and analyse the ways in which *networked media sport* is re-shaping the media sports cultural complex by drawing it into the orbit of an online informational economy. The discussion engages with the complexities and contradictions of what is proclaimed by MFC to be the "world's first website-community takeover of a football club, and the first website-community takeover of any business". It addresses the complex unfolding relationship between sport and media in an era of technological expansion, rapidly changing media practices, and the ever-more intricate interweaving of sporting culture and networked communication technologies.

The paper seeks to show how the professionalisation and mediatisation of sport has created a longing to reconstruct a kind of *communitas* around supporter participation in the ownership and running of their team. Spatialised arrangements still persist, but digital communications technologies have enabled a de-spatialisation of networked communities mirroring that of sport associations, boards, media owners, and shareholder registers. MFC and related developments in sport, it is contended, represent the symbolic and material contradictions of sporting capitalism, retaining communitarian attachments while also indulging in technologically mediated, individualized egoistic fantasies of control. MFC is, then, an especially vivid instance of the complexity and dynamism of emergent forms of networked media sport that engages and plays with the material and the fantastical in intriguing new ways. In the light of the increasing interpenetration of digital media content, sport, and networked information and communications technologies, it is now, perhaps, time to think less in terms of sport and media, *and* more about sport as media.

This paper was written with Drs Brett Hutchins and Andy Rud-dock, School of English, Communications and Performance Stud-ies, Monash University, Melbourne, Australia.

Media, Sport, Nationality and Identity around the World

Nationalism in Football: A Case Study of A Local Football Team- Eskisehirspor

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ESKISEHIR IS A medium size city in the heart of Turkey. At the same time, it is considered as Turkey's one of the most famous college towns. Another unique thing about Eskisehir is its football team. It is called 'Eskisehirspor'. It plays an important role in Turkish football history. Eskisehirspor was established in 1965 and it is known as the only football team fighting against the moguls of Istanbul (Galatasaray, Besiktas and Fenerbahce) in those years. In its history, there are years of important success against inter-national and national teams. Since those years in 60s and 70s, Eskisehirspor did not do well in Turkish football leagues and it has been struggling in the First Division of the Turkish football league. In 2007-2008 period, they are in top two according to week 21 in the league. If they can keep their position, they can advance to Turkish Premier League. This is a brief historical and current summary of Eskisehirspor. In relation to (local) media, Eskisehirspor is one of the top issues to be covered. Local people pay a lot of attention on the team. Lately, some of the Eskisehirspor fans has been reflecting their political views during the games while they are shouting and chanting. The last event took place during the game is an important one. Well-known corner of Eskisehirspor stadium is known as 'Ayder'. Group of people give this name to themselves. This group starts shouting as "nationalist movement can not be stopped" during the game. Some other spectators warn them about their uncomfot with these slogans. Then, there is an apparent clash between the same supporters of the team just because of their political views. The same day, national media covers this 'pro-nationalist' act and clashes into its headlines, but local media either do not cover it at all or just reflect with a limited coverage. This study tries to reflect the the relationship between politics, media and sports; and cross contribution of football and politics for growing nationalism from a local perspective through qualitative research approaches, such as critical theory, personal experience, interviews.

Local press on the Swedish athletic championship in Gävle 1915

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TO WHAT EXTENT do sport events matter, when it comes to the creation of local and regional identities? This article deals with how the Swedish athletics championship 1915, that took place in the county town Gävle, was covered by the press in the region of Gävleborg. Gävle is located 170 kilometres north of Stockholm. During the 1910s, the sports association of Gävle – founded in 1907 – was the host of several national championships in foftball and athletics, the two dominating sports at that time besides the military branches shooting and horse back riding. The region consists of the two provinces Gästrikland and Hälsingland, representing two quite different branches of industry. The former a typical mining and industrial area with foreign trade and a growing

working class by the time, the latter a sparsely populated wood-land with forest industries, sawmills, farming and local entrepre-neurship. Traditionally there is a crosstown rivalry between the two provinces, especiallay when it comes to the bandy derby of today. How was the regional identity created in the light of the national patriotism that flourished after the Olympic games in Stockholm 1912? To what extent did the press coverage of the national event in Gävle1915 reconcile, emphasise or ignore the tensions between the two provinces? The article is based on a study (content analysis) within limits, and forms a part of a research project concerning regional identities and media, Högskolan i Gävle.

Football, Globalization and cultural identities: Media representations of the 2006 FIFA World Cup

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IN THIS PAPER, we examine media representations of the 2006 FIFA World Cup within the context of globalization. The purpose of the study is to shed light on the intersection between national, regional and global representations connected to football, and moreover illuminate the potential interdependencies between differ-ent media practices and the construction of cultural identities. As examples of different media practices linked to separate regions, our empirical materials consist of news articles from the European edition of Time magazine, and from two Tanzanian dailies, The Citizen and The Express. The paper shows that foot-ball is a powerful resource, from which the media construct iden-tities according to global, regional and national scales of repre-sentation. Both Time and the Tanzanian papers consequently framed African countries in regional terms, whilst European coun-tries were represented in national terms. In Time, the global reach of football was intrinsically linked to modernity. The globalization of football – and the mediated representation of it – seems to have the potential of being an active driver of realignment. However, the studied material suggests that present stage media represen-tations mainly serve to reproduce pre-established notions of cul-tural differences.

New Media – New Discourse? Talkbacks, football, minorities and national identity in Israel

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AS PART OF a comprehensive study on minorities, national iden-tity, football and the media in Israel we continue to examine the media coverage of Hapoel Bnei Sakhnin Football Club that made history when it became the first Israeli club, representing an Arab town, to win the Israeli State Cup in May 2004. This paper focus-es on the overall expressions of public opinion which was con-veyed through Talkbacks to four of the Internet articles reporting on the Cup final match and the winning of the Jewish State Cup by the Arab club Hapoel Bnei Sakhnin.

Talkbacks are the modern mechanism that continues the response tradition of media audiences. The Talkback became a meeting point between the virtual text and the Internet users and enables them to express spontaneously their attitudes, as a social practice, in the public sphere upon reading news articles.

Talkbacks show the prominence and rating of a certain topic which is on the public agenda at the time. However, virtual media



commentators claim that the freedom of expression offered by Talkbacks can easily turn into freedom of incitement. This is especially relevant within the Israeli context when the Arab minority is concerned. That is why we decided to examine this form of new interactive communication as part of our study. Our research includes 947 Talkbacks to the above mentioned news articles.

Overall, our study shows that the *new* media phenomenon of Talkbacks highlights old, deeply embedded, attitudes of a large proportion of the Jewish majority in Israel towards the Arab minority. From our initial findings, it does however seem that the winning of the State Cup by an Arab club indeed created a moment of unity between the Jewish majority and Arab minority, however, the far more familiar, deep separation of the Israeli national collective was also reflected in the Talkbacks.

As in other parts of our overall study, analyzing the Talkbacks further highlights the fact that Israeli football is intertwined with national aspects since Jewish-Arab tensions are never far removed from the long running and greater Arab/Palestinian-Israeli conflict and Israeli national identity is never far removed from a religious Jewish identity.

Media and Global Sport

Holy Trinity or Sportenstein? Making Sense of How Sport, Beer, and Masculinity Stir the Drink of Commercial Culture

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THIS ESSAY EXPLORES the naturalized relationship amongst sport, beer, and masculinity in contemporary culture. Repercussions from marketing and promotional culture's casting of this relationship as a holy trinity situated on sacred ground are considered. The historical and cultural wedding of sport, beer, and men is assessed by considering first, the relationship between sport and men, and second, that between beer and men. A second layer of analysis examines how contemporary media and marketing have created a promotional culture in response to these existing cultural dynamics. The nexus of sport and promotional culture is considered first, followed by a more specific look at beer marketing's place in the broader landscape of commodification in programmed, sponsored, and performance space. The essay closes with dueling assessments of the sport, beer, and gender mix. One perspective sees the sacred, with sport, beer, and masculinity functioning as a holy trinity in marketing hyperspace. In shifting the contours for evaluation, an alternative perspective necessarily sees the profane, casting sport, beer, and gender as a Sportenstein in the hyperspace of gender relations.

Television and the commercialisation of football. A comparison of the development in Brazil, England, Germany, Italy and Spain

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IN THE BEGINNING of the 21st century football has become a global media event. Football is part of the so called sport/media-complex: A global business which give profit not only to television but also to the (professional) clubs and the national and international federations. The matches of the English Premier League, the Spanish Primera Division, the Italian Seria A, and the German

Bundesliga are broadcasted in nearly every national TV all over the world. There is a strong symbiotic relationship of television and football since the 1950s. This relationship has fostered the commercialisation of professional football in the end of the 20th century. Two main are responsible for this: the advent of satellite television since the 1960s and the deregulation of television in the national TV markets in most of the West European countries.

On behalf the examples of Brazil, England, Germany, Italy and the paper will deal with the similarities and differences of the development of football and television in this countries. The focus will be on the contradictions of global and local developments. Even if there are media enterprises operating on a global scale, television is nationally regulated and the national football associations are still important. The paper will describe the relationship of football and television as a complex phenomenon that depends on various causes. Football and television are involved in a global interdependence at the intersection of the global and the local.

The global media sports complex and its resistances: the case of the Spanish media clubs

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OUR PAPER DEALS with the topic of the resistances to the media sports complex, a complex which has been theorised by authors such as Joseph Maguire (1999) or David Rowe (2003). In this paper we propose to analyse how the Spanish football clubs have develop their own media to take part into the media sports complex individually, trying to develop new ways of revenues and own mass media to get in touch directly with the other actors using Information and Communication Technologies (ICT).

To do this, we propose firstly to analyse the creation of the media sports complex using the process-sociological perspective and its multidimensional approach to the research object. In this case, we try to conceptualize the media sports complex using the works about the globalization of sport (Guttman, 1986; Maguire, 1999, Harvey, Law & Cantelon, 2001) and the globalization of media (Herman & McChesney, 1999).

However, our propose is not only to understand the synergies between the actors that take part in the media sports complex (sports organizations, commercial sports organizations, mass media and the Governments) but also to clarify one of the main resistances that some authors (Maguire, 1999; Boyle & Haynes, 2003; Szymanski & Zimbalist, 2005) have said that happen in this complex: the creation of media clubs.

Our research is focused on the Spanish football league and some of the clubs which have developed own media in the recent years: Real Madrid, FC Barcelona and Sevilla FC. To choose the clubs we used a classification provided by Barrie Pierpoint (2000) and Agudo & Toyos (2003) which classify the clubs into Elite Clubs (they fight for the UEFA Champions League positions), UEFA Clubs (their main objective is to qualify among the first six positions to take part in an European competition) and survival zone clubs (their main objective is no to have relegation at the end of the season).

For our study cases, we choose two clubs from the first group (Real Madrid and FC Barcelona) and a club of the second group (Sevilla FC) because we understand that in these two groups are the clubs which need more to internationalize their communication because they take part in international competitions. On the one hand, in the season 2006-2007, Real Madrid and FC Barcelona where the football clubs who had more revenues in the world (318 million euros and 290 million euros); on the other hand, Sevilla FC has won two UEFA Cups (2006 and 2007) and the last European Super Cup (2007).

We propose a qualitative research in which we use interviews



with the main directors of these clubs' communication department in order to understand why they created the media, which are the main functions of those media and how ICT have been important to develop these media.

Sport Presentation in Perspective of Media Event: Trident Model of Competition, Culture, and Commerce

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GLOBAL COMPETITIONS MAKE great influence in the world as a significant media event, such as Olympic Games and the World Cup. How to grasp attraction of people, organization, and enterprise as much as possible? Sport presentation takes a crucial role which is treated as a face and image of competitions.

Sport presentation is a quite fresh concept which originates from a branch of creative industries, big event presentation. Sport presentation mainly refers to presenting the relevant content of competition rules, players' information and culture of the host country or city to the spectators in the spot by means of announcement, video screen, scoreboard, music, illumination, live show and interactive activities, etc. As we know, sport presentation is dominated by competition requirements cultural identity and commercial interest, which consist of a trident model. My hypothesis is to measure how these three dimensions vary sport presentation in creative ideas generation, design and production process.

The author will adopt method of case study and field observation to collect the data. The staff in venue operation center, spectators, athletes, and sponsors of Beijing Olympics will be in enquiry and fill in the survey. Mixed with quality and quantity research approach, the influence index of the factors related to competition, culture, and commerce will be present clearly separately and the author will make a judgment what's the relationship among them.

The contributions of the paper list below: 1st, demonstrating sport presentation in practical and theoretical horizons and value its application. 2nd, analyzing competition, culture, and commerce dimensions in critical perspective and it specializes seeking for the balance among them. 3rd, creating new commercial value to make sport presentation realize industrial operation properly. Therefore, implication of the findings is that sport presentation doesn't only enhance more enthusiasm and atmosphere in the competitions by providing relevant sport information and entertainment elements, but also roots deeply in culture background and commercial interest. Probably, Competition, Culture, and Commerce are more relied in term of different events, host places and covering areas.

Expansion of Publicity of Sports Broadcasting and its Effects in the Era of Media Convergence: With an emphasis of the drawing-up of sports contents in the Public Broadcastings and IPTVs

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THE MOVIE, 'FOREVER the Moment', based on a story about the Korean female national handball team up to the final competition at the 2006 Summer Olympic Game, has been popular since its opening day in Korea. Also, both male and female Beijing Olympic preliminary round handball game on January 29th and 30th of 2008 had TV ratings exceeding than 15% (24% for female hand-

ball and 15.1% for male handball games). Furthermore, traditional Korean wrestling tournament which wasn't held for three years took place over Korean New Year's Day weekend.

Likewise, recently, a most noticeable phenomenon in regard to sports programs is the consumption of sports contents at public broadcastings, IPTVs and another mass media. Therefore, this research focuses on analyzing dominant figures of contents in the public broadcastings depending on newly fast-changed atmosphere of Korea. It also deals with issues of publicity and public value in sports broadcasting as one of the very essential contents. Furthermore, it compares similarities and difference in sports programs between public TV broadcastings and IPTVs. The contents of various sports in the public TV broadcastings and IPTV are analyzed, and implied meanings of the expansion of publicity of sports broadcasting and its effects are discussed with seeking and providing some rational suggestions and advices.

Sports Media Rights: Regulating access to sports events on new content platforms

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FREEDOM OF INFORMATION constitutes one of the essential foundations of a democratic society. Due to technological evolutions, this right to information is endangered, because some information can be closed off for some people. Such is the case with sports events broadcasting. Although exclusive contracts are an accepted commercial practice, this practice could lead to sports programmes moving away from free-to-air television towards pay-TV depriving viewers access to these events. To guarantee the right of information on television, exclusivity is currently limited by two types of legal provisions, notably the right to short reporting and the list of major events.

The right to short reporting and the list of major events were introduced in the legal framework at national and/or European level long before the new media arose. That is the reason why, with new communication technology becoming available, innovative ways to provide sport content raise further legal questions. The aim of the paper is to describe the legal framework for sports broadcasting in the European Union complemented by a critical assessment of these regulations.

The first part will be descriptive giving a short introduction how the right to information with regard to sports events is guaranteed. The European answer to the conflict between freedom of information and exclusive selling of broadcasting rights is the list of major events. This mechanism gives Member States the possibility to draw up a list of events that should be broadcast on free-to-air television. In addition, some Member States introduced a right to short reporting for events of great public interest. The right to short reporting makes it possible for more than one broadcaster to report on a particular event even if it is only done in the form of a short report. This right is recently introduced as an EU-wide obligation in the new Audiovisual Media Services Directive.

The second part will be a critical analysis of the right to short reporting and the list of events of major importance. The key question is whether the current legal framework can guarantee the right to information to sporting events in a rapidly changing media landscape. First of all, the traditional division of tasks between the producers and consumers is blurred by new players entering the market of audiovisual media services. Recently, sports clubs are establishing their own television channel or online exclusive audiovisual services (with archives, full match replays and player interviews). Are they to be considered as media service providers (and/or broadcasters) and if so, do they fall under the scope of the new AVMS Directive? Secondly, providers of non-linear services are excluded from the scope of the right to short reporting, so they



are still depending on the willingness of the rights holders to cooperate. And finally, the paper will tackle the question of how the list-based provisions will affect the exercise of transmission rights via new media (i.e. an issue raising a considerable amount of uncertainty).

By way of conclusion, the paper will formulate some suggestions on how remaining shortcomings could be met.

Media Education Research Section

10

Media Education research

Media literacy in the EU context

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IN THE PAST year the EU has published a number of documents which discuss media literacy among the most important being, the Audiovisual Media Services Directive and the Communication of Media Literacy in a Digital Environment.

This paper will discuss these publications in the light of the different definitions, different points of view of various countries and policy implications on a European level and within the member states. The paper will also discuss the position of the EU regarding media literacy from the perspective of UNESCO.

How is Media Education Possible? Analysing Connectivity in Classroom Expectations

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IN MEDIA EDUCATION: Literacy, Learning and Contemporary Culture (2003), David Buckingham develops a theoretical framework which can be applied to the whole range of contemporary (and 'older') media. Based on four key concepts - production, language, representation and audience - he proposes a comprehensively critical or analytical approach. 'Personal responses are inextricably embedded within the social, cultural and institutional contexts in which they occur. Adopting a social theory of literacy means enabling students to understand those contexts, and to recognize how their own responses are formed and produced' (Buckingham, 1998, 2003).

By focusing on the social interaction order (Vanderstraeten, 2001) that evolves during classroom practice, this paper develops an empirical model for analysing media education. Buckingham's four key concepts are reinterpreted within the armamentarium of Niklas Luhmann's (1995) System Theory. The normative focus on what media education should be, is thereby replaced by the analytical question how it is possible in the first place. Education is often conceived as the transmission of educational information. The educator has something to tell while the pupils need to 'catch' the information. However, meaning is not something we passively receive. It is something we actively (though not necessarily consciously) ascribe to something: we give meaning to, we make sense of (Vanderstraeten & Biesta, 2006: 165-167). It is important to notice that from this perspective (educational) communication is made possible from behind. Communication only emerges to the extent that pupils interpret the educator's uttered information. (Vanderstraeten, 2000: 8-11). This does not contradict the basic asymmetry in education. The educator has the responsibility to develop strategies to teach, to remain 'the guardian of what is to be learned' (Woods, 1983: 104-126). If, against this background, we ask how education becomes possible, the answer is quite simple: through participation in the social practices - i.e. in the communication process - in which meaning is formed and transformed (Vanderstraeten & Biesta, 2006: 165-167). Of course: not every participation in social practices will be labelled 'educational'. That is where the methodological possibility for a comparative analysis comes in. This method serves to obtain specific information. Its explanatory value lies in defining a relevant problem - how is education possible? - and specifying and comparing possible solutions (Luhmann, 1995: 52-58).

We use qualitative research methods to empirically analyse the activities of three Flemish media-educational organizations: Imag-

ica vzw, Jekino-Films vzw, and Lessen in het Donker vzw. First, we reconstruct how media education is defined by them. While the studied organizations differ in their conceptual approach, the conducted content analyses (of websites, educational manuals, etc.) and in-depth interviews (with originators, employees, educators, etc.) indicate that all three organizations (still) tend towards a form of political and/or cultural defensiveness. Nevertheless, our participate observations during classroom activities reveal that this protectionism in se not necessarily hinders education. More often, it is the lack of connectivity between educator's and pupils' constructions of classroom realities that puts communication on hold. Our focus groups show that pupils give meaning to media education in often unexpected and plural ways. If media educators want to make (educational) communication possible from behind, they should consider this.

The story behind the text: the global divide between Rational and Irrational: a case study of the news coverage in Indian Television

HEMANT JOSHI,
JAMIA MILLIA ISLAMIA (CENTRAL UNIVERSITY)

MEDIA IS PERCEIVED as an instrument of dissemination of information, education and entertainment. Media is also seen as a powerful means of ideological struggle that leads people to political power. In fact, the cold war was not fought so much in political arena as it was fought in the media. Different formats of technology were invented to shield political powers from unwanted ideologies. Today, in the globalised world the significance of media as manipulator of power has increased. In India, the television seems to be a battlefield of conflicting ideologies which is more then welcome for democracy to grow, but the mainstay of these battles is the divide between the rational and irrational. The irrational is represented by news relating to crime, cricket, celebrity, faith or superstition. It is, perhaps, a part of the global phenomenon that needs to be studied in greater details.

Media can work as a unifying institution as well as one that could divide people at various levels. The media in India, specially the television seems to be working with an agenda of dividing people by creating a big hitus between rational and irrational.

The present paper attempts at analyzing the role of media in spreading superstitions and disinformation in the name of getting better TRP (Television Rating Points). It seems to be the hidden agenda to keep the masses away from the real issues of development and governance. A large number of News clips from various television channels on crime, sex, superstitions and religion are taken up and their content is analysed in order to understand the relationship of media and politics.

Media, now a day, has become all pervasive. One one hand, it has become imperative to include media literacy as a subject in school and college curriculum. On the other hand, it has become imperative to look at the media education as a means to spread media literacy among people in order to allow them to consciously read between the lines of the text of the media and make their own judgments.

A professor with an Art-Media Style

PELOPIDAS CYPRIANO PEL
SÃO PAULO STATE UNIVERSITY, UNESP, BRAZIL

THIS PAPER REPORTS the teaching and learning actions for Media classes in the Visual Arts Undergraduate Course of Institute of Arts at São Paulo State University (UNESP, Brazil).

I am writing this paper using my own "art-media style", like a

work in progress, under a meta-language experience (www.pel.pro.br/iamcr).

Methodology is based in New Art-Media subjects blended with Fine Arts legacy. A professor with an art-media style propitiates a better relationship among students than traditional class.

In 2007, Melina Pierro created an internet site to present her thesis of undergraduate course of Fine Arts www.mel-meow.com/popland. She used an "e-learning platform/site/software" (called Teleduc) to present her work to professors, and they could "e-talk" about during a month. After this time, Melina and professors were in a face-to-face meeting to conclude the work.

Main discussion is about the following phrase: a new kind of student and professor needs a new style of teaching and learning, called Art-Media Style. This research is developed at "Art-Media Research Group" from Brazilian Research Council Directory (www.cnpq.br).

Art-Media; Media Education; Visual Arts; Media 2D & 3D

Look at the Other: Audiovisual Communication for Peaceful Coexistence

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CENTRAL UNIVERSITY OF VENEZUELA.

"LOOK AT THE OTHER" is a project conceived within the non-formal educational practices, which are organized, systematic and playful, in order to facilitate specific learning related to audiovisual communication.

This project shows how to use fixed and moving images as instrument for designing, and the implementation of strategies for the development of social and coexistence habits, based on the exercise of solidary, participatory and accountable actions, which necessarily involve the implementation of citizens' values.

When digitally operated, the audiovisual media such as photography and video, are tools of expression that can be used to handle key issues associated with solidarity, respect, not aggression, respect towards life, participation, tolerance, recognition of the other, dialogue, reevaluation of community spaces and a gender perspective, and to generate a series of creative products such as photographic portfolios, videos and multimedia products.

From the theoretical, conceptual and experiential point of view, the project is based on the tenets of "educommunication", and some authors who have worked with as Ismar de Oliveira Soares (Brazil), Guillermo Orozco (Mexico), Jose Ignacio Aguaded (Spain) and Gustavo Hernandez (Venezuela), among others. In relation to the practice of educational and social values, we rely on various authors, such as Anna Forés and Montserrat Vallvé, "The theater of the mind and educational metaphors" (2002), Maria Ramos Gadeloupe "To educate in values. Theory and Practice" (2001), "Program to educate in values. The education transform the country" (2002) and the proposals for Popular and Creative Education from Mario Kaplún.

The implementation of Phase I and II of this project, was financed by the Art Contribution Fund (Fondo de Aportes Mixto a las Artes) and the National Council of Culture (Concejo Nacional de la Cultura). It follows the research line "Education, Communication and Media" of the Research Institute of Communication ININCO (Instituto de Investigaciones de la Comunicación) from the Universidad Central de Venezuela.

Children's Television: from regulation to practice – a study of Portuguese terrestrial channels

SARA PEREIRA & MANUEL PINTO
UNIVERSITY OF MINHO

THIS PAPER AIMS to present the initial results of a research project taking place at the Communication and Society Research Centre (Centro de Estudos de Comunicação e Sociedade), University of Minho, Portugal. The research consists of a comparative analysis of the programming for children broadcasted by the four Portuguese terrestrial channels (RTP1, RTP2, SIC and TVI) over the course of a year (October 2007 – September 2008). This research is funded by the Portuguese Regulatory Organisation (Entidade Reguladora para a Comunicação Social), the institution in charge of media regulation issues in Portugal.

The research project aims to identify the characteristics of and the trends in children's programming and intends to analyse in the light of Portuguese and European broadcasting laws. The study is based on two important pieces of evidence which justify the importance of its execution: (a) several national and international studies on the relationship between young people and the media show that, in spite of the changes that have occurred in the media field, television continues to play an important role in children's everyday lives, being an important learning resource and a vehicle for contact with the surrounding world; (b) television broadcasters have responsibilities towards children. This statement is reflected in certain decisions and obligations which have become actual laws. The State must ensure that these laws are enforced and upheld. This paper aims to present data resulting from the analysis of television schedules for children in terms of broadcasting hours, slots, programme genre, format, countries of origin, target audience and themes.

This data will be analysed in terms both the Portuguese and the European regulatory framework. It is also our intention to reflect on the State's and broadcasters', particularly those in the public sector, accountability to guarantee quality children's programming.

How to Activate Citizen Participation Through Media Literacy? – A Taiwanese Context

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HOW TO INFORM then activate citizen participation on public issues when the news media in a society has lost its credibility? In Habermas' theorization of "the public sphere," journalism is the catalyst for the creation of this communicative space where the conflict interests among different social classes and the state were negotiated and the compromise by the state is won. Therefore, there will be a crisis in the public sphere once the news media ceases to serve as the platform of interaction among different social groups (the public) and the state on the issues concerned them as a collectivity, resulting to the public's trust in media slip into the very low point. This is the case of contemporary Taiwan, where the trustability of news media is ranked as the lowest (the media trustworthiness was ranked as only 1%) by its public among ten Asian countries in a 2006 survey, in contrast to the same year, when Taiwan's civil liberties rating was listed as 1 by Freedom House. While media literacy education focuses mainly on the empowerment and liberation of the audience as the active agent of media and social reform, how this discrepancy between the low performance of the encoding side and the media-literate decoding side can be restructured by media literacy education to

continue the establishment of Taiwan's public sphere?

Following Jhally & Lewis's (1998) proposal of a media literacy education focusing on context rather than simply the media text, this paper uses a contextual approach to understand Taiwan's media literacy education movement and the publish of Media Literacy Education Whitebook by the Ministry of Education in 2002 as a meaningful continuity of this island's long time struggle for both civil democracy and its cultural identity as a distinctive but an ethnic plural, multi-cultural collectivity. Under the highlights of two contexts, the context of communication process and the more in-depth context of political economy and history, the media literacy policy of Taiwan can signify the dialectical historical trajectory the policy both originated and will project. However, rather than agreeing with Taiwan's 2002 Media Literacy Education White Book to promote "a healthy media community" where using media is express one's opinion as a primary goal, this paper argues, in order to activate citizen participation, or to active individuals from passive audiences to active citizens, the key is the supply of both the political-economic information of the media and the practice to read the news messages inside the context, so the students can explore the public issues by themselves and form the reasoned, critical opinions of their own. Therefore, it is the "citizens" who are empowered to compare information and approach the truth then actively participate the discussion and policy-decision process of public agendas (including media policies) that media literacy education will cultivate, rather than "citizen journalists" which is often regarded recently by scholars as a standard too high and easily to develop inside the media literacy education a divide between the media haves and have-nots.

Online Life. Children's Media Environment in Change

REIJO KUPIAINEN, NIINA UUSITALO, ELINA NOPPARI & HEIKKI LUOSTARINEN
UNIVERSITY OF TAMPERE, FINLAND

ONLINE LIFE, A research on children's and young people's media environment and media use, was done in the year 2007. The research had four theme areas: children's media use, media as a social environment, media culture as a commercial area and children's and young people's media competence.

Children and young people seemed to be insiders in a digital media landscape and they used media in a variety of ways as a part of social life and communication, enjoyment, and knowledge building.

Altogether 56 children and young people participated in the research from the areas of Tampere and Vesilahti in Finland. The youngest of the children were 5 years old and the oldest 14 years old. The research in question is also intended to be part of a profile study which is to be repeated among the same participant group at intervals of three years and altogether four times.

The research method was a theme interview preceded by a quantitative survey on the children's media use. The bases for interviews were the children's media diaries which they wrote for a period of five days in May 2007.

A number of 11-year-olds and especially 14-year-olds used many media technologies and contents at the same time. This operational multitasking has become ubiquitous among digital youth. Amongst the 14-year-olds the internet was the most used media: they were online for an average of a couple of hours per day. The 11-year-olds spent more time watching television than on the internet, but this age group also used network in many ways and they took their first steps also as producers of internet contents.

Different social dimensions of the children's media use became strongly emphasized in the interviews and media diaries. In all media use the collaboration and communication with age mates

and peer groups had an especially important role.

Commercial and entertainment media were important for all age groups. The 5-year-olds created media play, where media contents were part of the play. Commercial brands and licensed media characters had a central role in the children's world. Older children used for example the internet as an arena of fan activity.

The children thought they performed well in their multiform media environment. Even the youngest children experienced that they had good skills in media use. All children emphasized their technical skills and information literacy. However, they couldn't articulate for instance how they evaluate the reliability of web pages.

The parents were aware of the potential dangers and threats of media use. They commonly restricted their children's media use in a variety of ways: for example they limited the use of certain media contents and set time restrictions.

The children proposed that at school there should be more teaching related to the media. School seemed to underestimate the children's media skills and media experiences.

Critical reception of advertising in children

VERÓNICA ROMERO
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ADVERTISING IS NOT only a commercial phenomenon, is a communication form that has implications of social and cultural character; the advertising messages not only promote the consumption of goods and services, but also styles of life, ideal patterns of conduct and values. Industry is one that includes an ample means range such as the radio, television, forms, exteriors and Internet, without leaving of side the presence of marks and/or commercial products in maintenance centers, seats, hospitals, museums and even schools. Combined to this plague of messages as soon as average it is possible, the advertising industry one goes to consumers of race, religion, indistinct economic level and age, is in this sense that turns out interesting to analyze the paper of the publicity directed to the children, whom in Mexico a more impressive roll acquires every time. This new turn in the advertising activities is based on already mentioned idea that the children could motivate in the familiar purchases and personal use, but buying also direct; it is bound with social aspects to the interior of the Mexican families as well, specially those pertaining ones to the middle-class: women who work abroad, more and more small families (smaller number of children or the presence of only one of the parents), longer days of work for the heads of family, taken care of the minors in charge of grandparents and maintenance staff, as well as the media exhibition, specially to the television. It is possible to need that although the minors do not have own economic capacity to acquire products, is identified to them commercially as center of influence of the purchase decisions, that is to say, that affect the election of marks of which they are users; also, also they must be able of independent consumption through the economic resources granted by his parents and family, is therefore that at the present time they supply a great number of products directed to this segment. Combined to this, also the idea that is handled the children who grow knowing or consuming a certain mark, have greater probability of being consuming captives of the same one when they must be able of purchase; one thinks that in the adult age, the today smaller will be more loyal to the marks that those consumers who manage themselves to make change of mark preference. In the case of the publicity directed to the children, we can observe a great amount of messages that promote the food consumption, toys, treats, articles of personal hygiene, cellular telephones, clothes and footwear, to mention some. Evidently, some advertisers see in the infantile market a public attractive goal, because they consume of direct way or indirect a diverse

range of goods and services designed specially for them and even affects product decisions of which they are not user like electronic articles, telephones and the familiar automobile.

Role of Media in Democracy – a Case Study from Gujarat, India.

ANJALI PAHAD & MS. VARSHA PARIKH

DEMOCRACY BEGINS WITH citizens. Indeed, there can be no real democracy without citizens who are reasonably well-informed. Information and communication are therefore, integral to democracy. By the same token, the democratization of communication is a prerequisite of democracy. Realising how important and powerful the media, whether print or electronic, have become today, its responsibilities towards society have also increased manifold. However, there is a growing concern that media in India are not fulfilling these functions properly. The changing role of the media to hype, more sensationalism, the desire to do it first – all force to believe that the media has somehow begun to become the show itself.

Hence, a study on perceptions of media and other citizens of the Gujarat, India regarding contemporary role of newspaper and television in democracy was taken up by the investigator. The study covered the four laid democratic values as supported in the preamble of Indian Constitution. It proclaims the resolve of the people of India to secure, Justice i.e social, economic and political; Liberty of thought, expression, belief, faith and worship; Equality of status and of opportunity and to promote among them all Fraternity, assuring the dignity of the individual and the unity and integrity of the nation. The perceptions were analyzed on the basis of the respondents' age, gender, educational qualification, occupational strata, knowledge regarding democracy, their work experience, media and accountability and media utilisation pattern. A structure descriptive research tool was prepared and in-depth interview were conducted to collect the perceptions of the respondents regarding the role of newspaper and television in democracy. The data gathered was analyzed quantitatively and qualitatively too.

Overall findings of the study revealed that majority of the media professionals had favourable perceptions regarding contemporary role of newspaper in democracy, while majority of the citizens in the sample had somewhat favourable perceptions regarding role of newspaper in democracy. For television, majority of the media professionals had favourable perceptions regarding contemporary role of TV in democracy. However, citizens of the society revealed less favourable perceptions regarding role of TV in democracy. The research paper will throw light by revealing interesting findings in the areas of various selected aspects of democracy along with the selected variables for the study.

Advertising plots: the creation of an educational methodology

JOÃO CARRASCOZA
ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

THIS WORK BRINGS a new didactics to the advertising teaching, which intends to unite knowledge and traditional bibliographic research with the fluidity of narration. Instead of using conventional texts adopting the evolution of advertising techniques and the media, we propose a hybridization of the academic and literary genres, thus offering a new perspective in the transmission of academic contents breaking free from already instituted canons. This new way of introducing contents may be offered to both post-graduate and graduate students, professionals of the sector and

all those interested in knowing about the advertising phenomena and mass communication history.

We understand that by using this differentiated type of didactic text the student will have a greater interest in the study of the advertising history and more easily retain, with this, the didactic contents entwined in the text. The teacher will act as a guide, using passages of the text as a chance to explain the use of certain techniques and styles and will encourage other reflections and research to be carried out by the students.

The materialization of this new didactics is a book comprising three essays following the same proposed textual construction methodology. Under the inspiration of Umberto Eco novel *The mysterious flame of queen Loana*, reproducing cultural images as narrative elements (ads, posters, labels etc) we developed three stories, belonging to three remarkable times of capitalism, showing a historical perspective of the impact of mass communication in society. Protagonist characters were created for each essay, incorporating values of that time and culture and allowing the reader to reach a new critical positioning of the academic contents, thus stimulating new reflections on the impact of communication on everyday life.

The first essay shows the "birth" of consumption society. Set in Paris at the Belle-Epoque, we travel the capital of European vanguard, peak of modernity, busy with its intense cultural life, social problems and a Production capitalism, which used to use advertising art to stimulate the consumption of beverages, drugs, food and amusement.

The second essay covers the Second World War period, from where we rescued the impact of ideological advertising on people, their fears and hopes for better times, where consumption dreams shall come true in a transitional kind of society from scarcity into abundance and from sales marketing into a consumption market.

The third essay, situated in the contemporary period, is contaminated by the post-modern spirit and new possibilities provided by communication technologies. In this essay, our character is a nationless citizen, knowing modern communication technologies and making use of them in his favor to reach his goals. The tale's text uses post-modern pastiche and bricolage esthetics, images from the Internet and quotations from authors consecrated by the contemporary time media critic, such as Jean Baudrillard and Stuart Hall.

A research carried out with graduate and post-graduate students of Publicity, Advertising and Design attested the acceptance of the proposed education methodology, which validated the continuity of the presented project. The results of this research were presented at the 2007 IAMCR Congress, therefore, we conclude that the project is feasible and its contribution for the advertising history teaching is valuable.

War and Peace Views: A content analysis of Schools' Textbooks

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UNIVERSITY OF ALLAMEH TABATABAEE, IRAN

ASSUMING THAT A democratic society with political stability, economic development, and a dynamic media could provide both the foundation and the impetus for a flourishing media sector as well as progress in society, and co-existing in peace. Evidences from history in many countries also shows that war might be made by the media either in the mind or in reality. What would be the impact of professional education and training in media studies courses in regards to the war or peace in a society? This paper describes the content and development of media studies education in Iran over four decades during which the country experienced two different campaigns: an internal conflict and facing a long term war.

Previous studies on school textbooks in Iran and many other countries illustrated some bulk of materials related to negative

images about others. Such materials include stereotyping, racism, ignoring, labelling and manipulation with or without illustrations. The case for public schools with over 17 million pupils to be an important case as the country is in charge of nearly 700 titles of textbooks. These learning materials are being directed by the authority. Here the question is in what extent and how such textbooks cover the issue of war and peace.

The education and training systems which support any profession are windows through which the development of it can be viewed. Similarly, there is no doubt that any education system is influenced by the conditions or context surrounding its environment. Conditions such as political, economical, socio-cultural and technological aspects of any society have various impacts on its educational system. Historically, the eras in which those professions like journalism, Public relations, communication or media studies emerged in each country offer clues to their different paths of development. The content of learning materials for public education textbooks in Iran was the subject of the study here to find any biases towards peace or conflict in a period of four decades.

The content analysis of some textbooks shows real evidences of conflict oriented materials in the last two decades compare to the past. The study suggests while the impact of political factors offer more attention to be paid to home produced materials in main subjects, but the development of public education in a global context needs to be more peace oriented towards the "others". Media professionals are educated in such education system.

Mediated technological education and the formal infrastructure minimization: a case study for the Republic of Angola

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UNIVERSITY OF SÃO PAULO, BRAZIL

THIS PAPER AIMS to discuss and propose a technological mediated communication solution for highest, technologic and trainings education degrees in several countries that suffers with low building infrastructure and few specialized teachers, with focus at the Republic of Angola.

This is a country that, after several decades under a civil war, its reconstruction is being boosted by oil and diamond commodities, native resources in that region. They're the driving forces that promote one of highest economic growing taxes in the whole world in these last years.

However, historically, during all Portuguese colonization period, Angola's population was prohibited to get access to specialized and higher education level. Only basic education was allowed to them. Because of that, today almost all the specialized workers is imported from Europe, South and North America and it tend to leave almost all the native population out of the Angolan social and economic growing process.

By the other hand, today we live in a popularization of the communication audiovisual processes (and also several energy production system to make them work) that allow us to get several accesses to get an send information by synchronous and asynchronous ways, in opposite to the corporation's broadcast systems.

Having in view that an 'info way' has a lower financial cost than a highway, he have a lack of technological communication possibilities to be researched and developed, from a less 'colonialist' way (from a cultural point of view) than the 'mass media has done' in cultures from 'undeveloped' countries.

Our quest is guided to take not only specialized knowledge to those communities and hard access' places, but also promote, teach and, in last instance, provide facilities in order to become the local people to produce and spread their own knowledge, based on their own culture and juncture.

This manuscript will show, by a project in development by us, a

propose for an hybrid minimized infrastructure and 'superstructure' that invert the complementary relationship between collective and local teaching and an individualized distanced one, by the cultural and social propositions above.

Technology Mediation in the classroom: a Communicational use of the Media in Education

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BRAZIL

THE INTRODUCTION OF computers and the widespread use of the Web in the classroom has generated many pedagogical strategies that capitalize on the interface between technology, media, and education. At present, some of these strategies collide with each other, while others constitute conceptual bridges. In this context, Educommunication – one of the main projects developed by NCE-ECA/USP – developed the Technological Mediation in Education (TME) model. TME is based on communication theories developed by M. Serrano, Jesus Martín-Barbero, and G. Orozco Gómez, as well as the pedagogy of L. S. Vigotsky and Paulo Freire. This paper examines the relationship between TME and other approaches to the use of technology in the classroom in the Brazilian educational context, particularly media education.

A large scale case study is presented, focusing on the "Continuing Education through Media", an online course resulting from the partnership between the University of São Paulo, the Brazilian Education Ministry, and the Secretary of Education in São Paulo. This initiative was aimed at educating more than ten thousand public school teachers.

"Your Museum – The Guide Book": a video booklet for videomaker kids

PELÓPIDAS CYPRIANO DE OLIVEIRA PEL, MARCIO RINALDI & TÂNIA RIBEIRO SOARES
SÃO PAULO STATE UNIVERSITY

THE PROJECT "SEU MUSEU" (or "Your Museum", in English) started at the Fine Arts Institute in 2007 is an educational action consisted in documenting the main Brazilian Public Art Monuments in video. At the first part of the project a group of six students developed the first videos about six important public art works in São Paulo and exhibited for countryside students who can't be in São Paulo and enjoy the beauty and the knowledge behind all those pieces.

The ArtMedia Lab mission was to teach the kids how to manage the equipments – camera and other video tools – so they could be the authors of their own videos and understand how this media works. The challenge in front of the professionals was the small amount of students they could reach. In order to multiply the action, the lab is creating a booklet "Make your own video", transforming the first six kids in multipliers of the video language among other students. The material is being developed with the support of teachers from different areas and video/television professionals and will also be written by students. The main target is to give the students "the means for the message", paraphrasing the words of Theodor Adorno.

As the IAMCR Media Education Group is helping the development of these ideas since the very beginning, the opinion of the members will be another important contribution for this work.



PANEL:
EU Kids Online: young people's
internet use in four European countries
and implications for media literacy
provision

BRIAN O'NEILL,
DUBLIN INSTITUTE OF TECHNOLOGY

THIS PANEL PRESENTS findings arising from the EC-funded 'EU Kids Online' thematic network on research into young people's use of the internet and online technologies (see www.eukidsonline.net). The internet is now an integral element of young people's everyday media consumption, presenting new risks, opportunities and responsibilities. Perspectives on children's online safety are divided between protectionist approaches, which view children as potential victims of harmful internet content and educational perspectives, which prioritise the development of young people's critical media literacy skills to encourage responsible online behaviour. However, little is known about what children and their parents consider risky, how this might vary in diverse national and cultural contexts, or how we might balance the risks and opportunities that the internet offers. New research from Estonia, Spain, Ireland and Portugal regarding online risks and safety-related responses will be presented and the implications for media literacy provision will be examined. Emerging findings from the

network will be positioned in relation to the European Commission's communication on media literacy (December, 2007).

Chair: Brian O'Neill, Dublin Institute of Technology

Respondent: Cecilia von Feilitzen, Scientific Co-ordinator, The International Clearinghouse on Children, Youth and Media, Nordicom, Goteborg University.

1. Pille Pruulmann-Vengerfeldt, Veronika Kalmus, Pille Runnel and Andra Siibak (Department of Journalism and Communication, at the University of Tartu) "Creative online activities of Estonian schoolchildren, aged 12 to 17"
2. Matxalen Garmendia Larrañaga, Carmelo Garitaonandia, Gema Martínez (Faculty of Social Sciences and Communication University of the Basque Country) "Internet use among young people, 12 to 17, in Spain: qualitative research findings on perceptions of risk"
3. Helen McQuillan, Brian O'Neill (Dublin Institute of Technology) "Children's internet use in Ireland: balancing risks, responsibilities and opportunities"
4. Cristina Ponte (Departamento de Ciências da Comunicação, Universidade Nova de Lisboa) "Generational gaps in internet use in Portugal at home and at school: implications for media literacy".

Participatory Communication Research Section

11

Changing Journalism, Changing Society (I)

Towards Dialogic Innovation in Journalism

JAANA HUJANEN
UNIVERSITY OF JYVÄSKYLÄ, FINLAND

CHANGES IN TECHNOLOGY, media ownership, competition and uses challenge the old ways of managing news businesses. New ways of combining professional competencies, dividing work, sharing responsibility, and co-operating with local communities and external partners are expanding and diversifying the qualifications needed in media work. The emerging contextual changes are rapidly rewriting the traditional assumptions of newsroom organization and practices and making it necessary to develop novel ways of organizing and practising journalism. However, for newsrooms, innovation processes are not easy to deal with, and innovation-creating projects may suffer from non-democratic practices. For example, journalists are not genuinely listened to but innovations are introduced as ready-made solutions.

What happens when journalists assisted by a researcher work towards developing news practices by applying the ideas of development work research? This article examines development dialogue, an intervention method based on activity theory and development work research, as a method of developing journalistic work. It explores how dialogue and development tasks work as tools of journalistic learning, experimenting and democratic innovation. The article also elaborates the potential of researchers working together with professionals to develop alternative journalistic practices. In sum, the research deals with the distribution of the freedom of expression, democracy and power relations in the newsroom.

Analysed are four intervention processes the author was involved in. The interventions took place in three Finnish newsrooms. The cases the article discusses started in 2003 and ended in 2004. In 2006 the journalists were interviewed once more. The intervention included, first, qualitative interviews with journalists and group discussions with journalists and managing editors. Second, the study entailed development tasks the journalists involved in the project created and carried out. The aim was that the journalists themselves would create the tasks and find them fruitful both for their individual learning and for meeting the current challenges facing journalism. All the development tasks involved experimenting with novel ways of pursuing citizen-driven journalism, a topical theme topical in the newsrooms at the time of the study.

I explore in my paper, with the help of qualitative text analysis, how the dialogue and development tasks were perceived by the participating journalists and how they challenged the journalists to rethink their personal work practices. I also analyse the imagined or real space journalists have to work for the ideals they themselves place a high value on.

The project showed that an intervention which focus on journalists' personal motives, life-histories, experiences and needs, and which make use of concrete development tasks is of value when newsroom practices are being changed. From the viewpoint of learning it is important that in this way practitioners can be encouraged and guided into both collaborative and personal innovation. This approach, in important ways, also seems to recognize the theoretical and practical knowledge, understanding, and expertise professionals themselves have. However, a systemic approach to changes is also needed. For example, tools used in the change laboratory might be useful as they stress collaborative and systemic aspects of work and organisation.

Arenas for Participation and Debate in the Local Public Sphere – Audiences and Local Newspaper on Paper and Web

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THIS PAPER ORIGINATES in research carried out in the project "ICTs and local democracy" that sought to map and explain how ICTs have been implemented in local government. The empirical research was carried out in Norway, however, the findings and results may well be of relevance to a much wider area. The context for the study is the development of Internet into a ubiquitous and necessary infrastructure that is in the process of changing organisation and communication structures all over the world. This also holds for the political and administrative institutions in Norway: Over the past 10-15 years, the media as well as public administration have increasingly developed information strategies, service provision and new forums for communication using the Internet as a technological platform.

Most of the approximately 200 newspapers in Norway, including the local papers, have started publishing some kind of Internet, web-based, electronic version of the printed newspaper. Most of these offer open forums for debate and discussion to their audiences, thereby providing their readers with opportunities to participate in electronic (e-) debates on various issues, as well as generating their own content. The printed newspapers do the same, in the sense that they are open for letters to editor, commentaries, and use the audience as sources of news and opinions. Research shows, not unexpectedly, that the threshold for participating/debating/discussing is lower for the web-media than for the printed newspaper. Our research has also shown, however, that although debates in the electronic newspapers are often intense, manifold and have quite a large number of participants; their position as forums that influence political decision-making is not of equal importance. There seems to be a substantial difference between the high level of engagement and participation in e-debates, and the influence ascribed to them by local decision-makers, media workers and even by participants in e-debates.

The findings above refers to how audiences in their roles as participants generate content and debate in electronic newspapers. However, audiences are also ordinary consumers of local electronic newspapers who use them as sources of information and identity in local communities. The research questions in this paper explore the audiences and their attitudes towards and use of newspapers published on different technological platforms. To what extent are they regarded as similar and equal by their audiences? Do paper and net call for different types of attitudes among audience members? Are there, and if so, what differences concerning trust or as sources of information about the local community can be identified? How can the differences be explained? What evidence do we have for predicting that they will continue or disappear?

These questions are analysed with a starting point in theories on media and democracy, in particular recent developments in public sphere theory. The data analysed in the paper consists of survey material of a sample of the Norwegian population, surveys sampling local politicians and mayors, qualitative interviews with a number of sources in local government, administration and media, and with participants in e-debates as well as analyses of e-debates in the web-version of local newspaper.

The Role of Journalism in Conflict-Ridden and Marginalised States: Afghanistan and Moldova

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FOR THE FIRST time in their history, Afghanistan and Moldova recently got the possibility of having free and fair media. But as international involvement decreased, both concerning security and development, there were less opportunities for the creation and strengthening of public service media. Instead journalists and mass media companies were usurped by vested interests.

The paper focus on the future for conflict-ridden and marginalised societies where the international society has intervened. Usually, the intervening actors offer a massive use of force with a small component of development. But what is needed is the opposite: a massive use of development with a small use of force. My hypothesis is that conflict-ridden and weak states have extraordinary difficulties to advance from the first situation to the latter if international actors make a half-hearted contribution or even withdraws at an early stage. The states can easily fall in the hands of non-democratic or criminal regimes who are hostile to journalism and public service media.

The main source of information used for the paper is interviews with journalists, mass media researchers, politicians and international consultants.

Participatory Communication in Brazil: The Case of the Journalism in the Analogue and Digital Medium

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A HISTORICAL ROUTE ALLOWS locating the roots of the participatory journalism in Brazil. In this paper, it is verified that the concern to bring nearer the sender and receiver poles as well as listening to those who lack voice means respect to a growing process all along the second half of the twentieth century. At that time, the existence of a popular communication, also named as relating to the community, participative, dialogic and horizontal was discussed. The presence of religious movements and the concern about the poor classes as well as with those chased because of political ideas is perceived. They were movements separated from the mass media of reference or from the traditional mass media. The relation of interactivity established in the analogue media took place in a limited way, both because of the own technological infrastructure and because of the centralization of the power of authorship concentrated in the hands of the own media or of the organizations promoting the medium (such as the case of the churches and trades unions or parties).

The development of the Internet, the emergence of new practices in the journalism and the availability of technological tools of an easier use describe meaningful changes in relation with the interactive resources of the users with the mass media. Thus, having a look at some decades earlier, in order to understand better the present time, it is perceived that in the digital journalism or cyberjournalism, the participation of the citizens - readers, users or interagents - in the process of production of contents really consolidates the interactivity. It is one of the characteristics that contribute to a qualitative breakage in relation with the traditional forms: press, radio, TV.

The digitalization, the incorporation of the Internet as a social practice, including there the journalism, contributed to the emergence of the current participatory journalism, named also open

source journalism, which in the information and online society, gives the user the role of protagonist: either as informative sources of the cyber-media, that is, as collaborators, or also as authors, preparing own publications which although they are not journalistic, they are the source of a journalistic interest (from business Web pages or some of their sections, publications with a quite definite political commitment and also individual manifestations of different nature through blogs, among others).

Although the shadows caused by the great quota of digital excluded are big, mainly in the context of countries of the third world, such as the case of Brazil, it is noticeable in the communicative scenery of the 21st century with the Internet as paradigm in the world communication, the increasing participation of the one-time passive reader and/or spectator, as well as the widening of the channels and spaces to support the contents produced by him/her. In the beginnings of the 21st century, it seems that we will manage to answer with better conditions to the worries pointed out in the last 50 years.

Civic Journalism in China and the Democratization Process: A Case Study

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Purpose: To examine civic journalism's role in Democratization Process.

Proposal: With the current social transition and economic reform movement in China, media are changing their operational ways to better fit their new environment. Part of this is a result of transition from state-supported to market-driven financing. Market competition pushes media industry to develop closer connections with their audience, and to pay greater attention to their interests and needs. In addition, new media technology, especially Internet, makes it possible for ordinary people to expand their role in mass media communication, both in terms of seeking and accessing information, and in creating and sharing content. This can create and foster greater social awareness and civic involvement.

As a result, in a new trend has emerged in Chinese media industry, one similar to the civic journalism movement in America. This Civic Journalism movement in China is characterized by a focus on daily civic life in some news coverage, and through the provision of interactive communication systems for ordinary people, and for more effective monitoring of government. This movement has implications for China's Democratization Process.

Building upon a review and consideration of the civic journalism movement in the U.S. and the ongoing political and media reform movements in China, this paper will consider several instances of Chinese "civic journalism" as evidenced in coverage of three typical public affairs stories: the Sun Zhigang case, the Yuan Ming Yuan Park case, and the China Tiger case. In the first case, Sun died within the Internment and Deportation of Urban Vagrants and Beggars system. Media reporting on the incident triggered a major debate on the validity of the system with the result that Central Government cancelled the two-decade-old program. In the second exemplar, the interaction between media and citizens caused the famous environmental hearing in Chinese history. In the case of China Tiger, netizens' participation initiated extensive and long-term debate throughout the country.

By identifying and examining leading newspapers engaging in "civic journalism," the study will consider:

1. In which fields do Chinese media practice civic journalism (environment, social life, courts, political corruption, etc.)?
2. How do Chinese media build relationships with citizens/audiences? (Just by reporting public/civic affairs? By providing channels for citizens to voice their opinions/concerns? By

reporting on public efforts promoting the democratization process?).

3. To what degree have Chinese media efforts in civic journalism had an impact on the democratization process?

This study looks to consider how civic journalism is emerging within the distinctive cultural, political, and economic contexts of China, and how it contributes to developing media's role in a transforming China.

Changing Journalism, Changing Society (II)

Facilitating Participatory Communication in China? An Analysis of Media Coverage of 'Income Disparity' Issue in Four Media Discourses

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THIS PAPER FIRSTLY introduces the background of this research that the Internet potentially opens up spaces for a public sphere in China since 2003. In addition to the line of enquiry whether the Internet can facilitate a participatory democracy in the public-government communication, this research looks into other aspects that may influence the nature of the participatory communication, e.g. whether this communication has included a wider social stratum and whether there is equality between members. This research critically uses Habermas's public sphere concept to empirically assess whether new media (the Internet) which interact with and challenge traditional media (newspaper) facilitate a participatory communication in China? If yes, what is the nature of the participatory communication?

Conditions of the public sphere are used as analytical dimensions. Autonomy and equality are identified as the most important conditions in assessing the media in China based on a non-dichotomous relation between the state and the society. Texts from four media discourses are collected daily and examined by using Critical Discourse Analysis. This study investigates not only media texts, but also how media texts are produced by professional journalists and citizen journalists based on certain values and interests as this study considers text producers as social interest representatives. Interviews with forum participants and moderators, journalists and editors from newspapers, officials from media regulatory bodies provide the supporting information on their wider political, economic conditions and socio-cultural values which underpin their media practices.

The paper concludes that an enhanced participatory communication is manifested in various media discourses. The autonomous participation of the public is enhanced by challenging the government discourse with alternative information sources, anti-thematizing the official discourse and facilitating government policy making based on public opinion. Moreover, the official discourse and semi-official discourse are places where journalists negotiate the Party guideline with their work practices which are increasingly drawn to the public side and affected by citizen journalists. The government discourse is becoming more flexible and open in terms of issues entering this domain.

On the other hand, social lower classes are under-represented in semi-official discourses (West China Metropolis and Southern Weekly). The political agenda of reducing income disparity has made the government discourse ad hoc the strongest in advocating the interest of lower social classes. However, journalists who used to work closely with the government show disagreement

as these policies are not in favour of their economic interest. They pay insufficient attention to this issue, which is reflected in the limited number of newspaper report in the two semi-official newspapers.

The forum is more likely to represent the interest of the public based on the close connection between the forum participants and lower social classes. Forum participants' posts picked up by journalists enable traditional newspapers to form a more rigorous agenda for under-privileged social classes. There is still hope to enhance the participatory communication that includes more social lower classes based on the rise of the public's Internet use, government intake of public opinion and journalists and editors' changing news sources.

The Way the Nongovernmental Organizations are Represented in Kyrgyz Press

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NONGOVERNMENTAL ORGANIZATIONS PLAY a very important role in a participatory democracy. Media's role and influence are very high in formation of civil society's ideas and its strength. Media plays an important role in democratic and open society. As media being an influential instrument in providing information flow for society, it takes an important task in formation of certain viewpoints and in changing of certain attitudes. This very feature of media has a very big importance for the most unprotected groups of society.

As Kyrgyzstan now is on the developing stage of democratization process, the purpose of this research is to see how NGOs are considered to be a tool of democratization by Kyrgyz press.

Analyzing how NGOs are represented by Kyrgyz press is very important in terms of consideration the development of democracy in Kyrgyzstan. Analyzing the extent, topics and how the NGOs are shown in Kyrgyz press is the main purpose of making this research. The extent and the way NGOs are represented in the press can give us an important point of how democracy is being developed in Kyrgyzstan.

In Kyrgyzstan, both Kyrgyz and Russian languages are used officially. National newspapers also function in two languages. In terms of ownership these newspapers can be divided as government and private. One of the newspapers that we took for analyses is "Kyrgyz Tuusu". This is government newspaper in Kyrgyz language. It is published two times a week with circulation of 20 000.

Other government newspaper which was chosen for analyzing is "Slovo Kyrgyzstana" in Russian language with circulation of 7 000. Among private newspapers with highest circulation are two newspapers: "Vecherniy Bishkek" and "Agym" – will also be analyzed. "Vecherniy Bishkek" is published 5 times a week. On Mondays, Tuesdays, Wednesdays and Thursdays it has a circulation 20 000 and on Fridays 60 000. "Agym" is being published in Kyrgyz language two times a week with circulation of 17 000. Daily analyses of newspapers mentioned above will cover the period from August 14th of 2007 till October 14th of 2007.

In this research, along with content analyses method, the discourse analyses method will be used in defining the way that NGOs employees' images are written about.

Changing Auntie – A Case Study in Managing and Regulating User Generated News Content at the BBC

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THERE IS AN UNEASY relationship between corporate news providers such as the BBC (British Broadcasting Corporation) and the adoption of bottom-up news sourcing routines. This paper seeks to analyse the speeches of senior BBC news executives alongside official documents and examples of the BBC's user generated news output (2007, 2008) in order to better understand where the Corporation situates itself in regard to contributions from its publics. By inviting viewers and listeners into the process by which they produce news, broadcasters can potentially open a new dialogue which can enhance the relations between a broadcaster and its public as well as between citizens themselves. The BBC's recent public pronouncements pay considerable attention to creating a second tranche of service dedicated to UGC (user generated content) underpinned by the Habermassian vision of 'the citizen at the centre of activities'. This coincides with Ofcom's (The UK's broadcast regulator) publication of a blueprint for Public Service Publishing which embraces the reality of a participative media environment, and seeks to 'promote a mature discussion about the role of digital media in the public sphere.' (Liley, A. 2007:10)

Yet, despite the internet's potential to re-invent news production along more democratic lines, I argue here that established news outlets like the BBC are more comfortable and accomplished engaging in 'crowdsourced' newsgathering activities, while nervous of any move towards more open-sourced practices. I define the former as a corporate, top-down, aggressive harvesting of ideas, product innovations and product feedback from users as part of a gift economy. The latter, implies an attempt to produce news in an egalitarian and participatory manner where communication is often horizontal and there are few barriers to entry. The significance lies in the BBC's ability to fulfill its remit as a public service provider able to host a diversity of voices and in turn foster a healthy public sphere. Coleman talks of a newly revitalised BBC as central to hosting an 'online civic commons' that would inspire and facilitate public participation in government (Coleman, 2005). The BBC sees initiatives in this area as politically expedient to secure future license fee funding and the Corporation's survival might well depend on its success in engaging diverse publics, bringing them together through the latent power of new media and providing the legitimacy it needs to continue its present funding regime past the 2016 review.

But the question remains whether or not the BBC will be prepared in months or years to come to engage lost audiences by radically reengineering news provision. I argue here that, at this juncture, the BBC has chosen to create a democratic façade around its national news programming that falls short of the ideals underpinning the internet as a new civic commons, although new experiments at the very local level may hold the key to shifting the locus of control from producer to user.

The paper concludes that the BBC is very conscious of the pitfalls of embracing citizen journalism into its daily work routines and is finding it difficult to juggle the competing interests of civic engagement with the maintenance of culturally embedded ideals such as quality, impartiality and balance.

English Power Structure and Newsroom-Organized Mechanics of English Newspaper in Korea: Focusing on the Participant Observation of the Korea Times and the Korea Herald

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THIS STUDY EXPLORES the conflict in newsrooms of English newspapers in Korea, the Korea Times and the Korea Herald, and examines how English capability has changed the power structure of newsrooms and English Journalism of Korea. Although the reporters of the Korea Times and the Korea Herald write their news in English, the English newspaper keep their organization with closed hierarchy as subordinate groups in Korean press. However English capability controls the power of newsrooms in English newspapers unlike other Korean newspapers. Based on the special place that English is taking in Korean society, this study investigates whether the English capability of reporters in English newspapers accounts for the conflict of newsrooms, the creation of the power structure in the groups, and the differences of journalism between the Korean newspaper and English newspaper in Korea. The data, gathered from the participant observation and face-to-face interviews with a total of 9 people in newsrooms of the Korea Times and the Korea Herald were used to investigate English capability and the impacts on their emotion, attitudes and conflicts. First, having larger number of reporters educated in the overseas make the newsroom to have more liberated atmosphere compared to the Korean newspapers. But basic rules of official ranks in newsrooms are also important in English newspapers. Second, the interviews show the delicate situation between the reporters who learned English in Korea as a foreign language and the reporters who acquired English in foreign countries. This situation makes the conflict and the stresses. The bigger conflicts happen to be between foreign editors and Korean reporters. There exists different perspectives about the role of foreign editors between the Korean reporters and foreign editors. Korean reporters think that foreign editors cannot edit the general articles but the only grammar problem, but foreign editors believe that they can revise overall problems including the reporters' opinion. The chief reporters of departments assume a moderation of attitude about the conflict between Korean reporters and foreign editors. The chief reporters take a role of mediator even though they cannot control foreign editors. As time goes by, the reporters usually point out the indistinctness of Korean language and they think the articles in English are veracious and English is better language for the veracity of information. They also believe that the western journalism tradition is more developed journalism and better to take it as a role model. This study reached the conclusion that the journalistic problems in the newsroom of English newspapers in Korea are based on English power structure of newsrooms and the mechanics of organization with English conflict.

Corporate Citizenship, Press Coverage and Public Relations : From the Perspective of Civil Society

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CORPORATE CITIZENSHIP IS an extension concept of corporate social responsibility. It has become an important issue in the corporate, societal and academic worlds. Past studies used to study corporate citizenship from the viewpoints of management and marketing, but not from the viewpoints of sociology (civil society)

and public communications (PR). That is to say, these past studies cannot disclose the real relationships between corporations and society. Therefore, this study adopts the concept of civil society to discuss the meaning of corporate citizenship. Also, this study applies the percepts of public relations in seeking to understand the relationships between media coverage and corporate citizenship, and their influence in civil society. Content analysis is used as the research method in this study. The sample articles on corporate citizenship are selected from two major Taiwanese newspapers in two different years (1996, 2006).

The results show that newspapers are placing more and more emphasis on corporate citizenship, not only in term of a huge increase in quantity, but also in different appearances on different printed pages (from financial pages to non-financial pages). However, there is still less news using the term "corporate citizenship" to report on corporate social responsibility, behaviors and activities. As for the issues of corporate citizenship, most of the news stories are concerned with the issues of good products and philanthropic donations. Less news is focused on issues of social involvement, such as education, community involvement, children and public health. This trend shows that both corporation and press seldom contribute their resources to raise social awareness of social issues in order to help resolve social problem and promote the progress of civil society. It must be stated here that, compared to small and medium corporations, press coverage of large corporations are more focused on issues of social involvement. As to related news sources, corporate CEOs and corporate employees are the major news sources for corporate citizenship news. This provides evidence that corporate public relations departments play an important role in communicating the ideals of corporate citizenship to the public. Lastly including, this study also finds that newspapers have been covering more commentary, neutral and negative news than it did ten years ago, which shows that the mass media is gaining power in convincing corporations to fulfill their corporate citizenship responsibilities.

mented since 2001) is explored in terms of the structural conditions of production, including attention to the sources of funding and political agendas of donor and implementing agencies, as well as the media texts themselves. I focus on those media projects that include video as well as audio components, distributed through film, video, television, and websites. These are analyzed first in terms of the overall narrative and messages, and then in terms of the sources of information projected through visual and audio cues. The patterns of presenting problems, communities and solutions in the texts are then contrasted across funding structures ranging from those that privilege, merely include, and avoid private corporate partnership.

Communication Common Sense

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FOR A LONG time we who belong to the cult of social communication practitioners felt misunderstood and cheated. We ranted and raved, wrote articles and confided about the difficulties in persuading decision makers to see the light that shines on the value of participatory communication practices. We talked about the need for "mapping out" hot spots where a development project could benefit - no absolutely needed - a carefully planned communication intervention. This, we were sure would make the project 'work.' The World Congress on Communication for Development (WCCD) was a watershed but in an unexpected way. Through writing for the Congress we began to see that perhaps decision makers didn't 'get' participatory communication because that is not what they wanted. They understood it all right (after all they rose to be decision makers) but they simply did not want participation to confuse their plans. This led to further thinking about the context within which a development initiative takes place. Perhaps, we thought, we have been looking at the wrong end of the stick. It is not good communication that makes good development; it is good development that breeds good communication.

This turns decades of communication advocacy on its head. We have been writing scholastic papers with pleas for communication components to be built into development programs. Now we see it differently and want to illustrate this new vantage point. We are influenced by Malcolm Gladwell's book *The Tipping Point*. He underlines that change happens when you combine champions, with a change in context and with a sticky message. We see parallels in our field. Excellence in communication is associated with visionary champions - or organizations- that are unusually committed. These are people with respect for the communities they work with; we see them as an essential condition for communication to bloom. Next there is context: the best case studies tend to be longer in duration. It takes time for respectful and motivated people to make change happen - change that is palpable. When champions -over time- make change happen, communication floods in. Here we divert a bit from Gladwell's "sticky message" and focus on the complementary functions of communication - which is familiar territory in the cult.

We reflect our experience as consultants and trainers. So often we agree to work under project conditions that are less than ideal. We have unwittingly forced our communication expertise into short missions and in turn find out our expectations wilt after we go. We have been blind to the conditions.

We cannot be prescriptive and we must recognize breaks in our pattern. Communication can be the source of innovation - it certainly can help create the conditions for change. Nevertheless we wish to present the view that if we are to have more communication, we first need a compelling case for healthy programs, projects and organizations. We conclude that there is a communication common sense built into us but. However it only sprouts when the conditions are right. And it is then that the opportunity comes to introduce the proven methods and media.

Participatory Communication and the Politics of Development Programs

The Problematic Privatization of Programs for the Public Good

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IN THIS PROJECT, I address the consequences of privatizing development programs, which are ostensibly designed to promote the public good. Since the 1980s, the US and other development institutions have been "partnering" increasingly with private corporations more vested in profit than humanitarian ventures. While the trend is clear, the consequences are not. Given critical political-economic theory, one might speculate that the inclusion of corporate financing and services might influence the nature of the project, which in turn might limit the scope and focus of information accessible to community participants.

This study attempts to examine this question through an empirical investigation of population programs. The analysis interrogates both the conditions of production as well as the texts produced within these social marketing, entertainment education, and media advocacy strategies in the area of population/reproductive health. Projects are purposively selected from a variety of international development organizations, including bilateral agencies such as the Agency for International Development, multilateral agencies such as the United Nations Population Fund, and non-governmental organizations such as the International Planned Parenthood Federation. This sample of recent projects (imple-

The Institutional Challenges of Participatory Communication in the International Aid System

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IN THIS ARTICLE, my interest is to explain the limited uses of participatory communication in development program by taking an institutionalist perspective that examines prevalent notions and organizational uses of communication in development agencies. The conceptual premise is that to assess the impact of academic research on development agencies is necessary to situate communication as a field of practice in the institutional settings of programs and agencies. Institutional goals and dynamics undercut the potential contributions of participatory communication in three ways. First, bureaucratic requirements favor the use of informational models of communication over participatory approaches. Standard institutional procedures inside development agencies, donors and governments perpetuate understandings and uses of communication as a set of technical skills to disseminate messages. Second, the weak status of communication as an autonomous field of study and practice in development organizations undermine the prospects for expanding the understanding of communication that do not fit prevalent institutional expectations. Third, the institutional predominance of a technical mindset also limits the uses of participation thinking. The prioritization of technical perspectives decouples “development” programs from local processes of participation and change. The article concludes by discussing the dilemmas for the institutionalization of participatory communication in development agencies.

Implementing Participatory Development Communication in Donor-Driven Development Projects in Papua New Guinea

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THIS PAPER IS based on an ethnographic study examining the key factors influencing the implementation of the participatory communication approach in four development projects of an international development organisation in Papua New Guinea. The focus is on the communication processes between the development organisation and the beneficiaries of the development initiatives, and the impact of the donor-driven project design on these communication processes.

Papua New Guinea faces serious developmental issues with a heavy reliance on foreign aid. Development projects have been initiated by numerous international development agencies which operate in a complex socio-cultural environment specific to Papua New Guinea and the South Pacific. Divergent opinions exist about which type of communication is effective for sustainable development. Some of the organisations operating in Papua New Guinea make attempts to involve the local communities in the development and implementation of projects with varying degrees of success. The level and type of participation in these development initiatives differs.

The findings of this research, based on qualitative data collected in Papua New Guinea through in-depth interviews, participant observation, and documents, disclose that only one of the four projects integrates Participatory Development Communication (PDC) to the extent of involving the beneficiaries in the design of the project. In the other three projects, the beneficiaries participate only in the implementation of the activities—a kind of participatory diffusion. The findings further indicate that ten highly inter-

related factors around three themes influence the implementation process in the specific Papua New Guinean context. The critical themes for an environment supportive of PDC are (a) that staff have positive attitudes and behaviours toward implementing PDC, (b) that the perceived needs of the beneficiaries are met, and (c) that a level of trust between the development organisation and the beneficiaries is established. In this study, three of the ten factors in particular hinder the implementation of an ideal PDC approach: the communication context between the organisation and the beneficiaries, the time-restricted, donor-driven project design, and the specific organisational culture.

This paper investigates the impact of the donor-driven project design on the implementation of PDC. The Papua New Guinean cultural context provides an accepting environment for PDC approaches. However, the aid agency's organisational culture and the dependency on funding policies contradict an ideal PDC approach. The time-restricted, donor-driven project design creates the ground on which the project is implemented but does not promote the implementation of an ideal PDC approach. The funding agency has a major role in the PDC implementation. This study contributes to a better understanding of the funding agency's role in the design of the projects and in the implementation of PDC, and enriches the discussion around the factors affecting whether participatory development communication can be applied in a development project in Papua New Guinea.

Participatory Communication and Sufficiency Economy in Thailand

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THIS IS A pioneer study designed to examine the participatory communication process inherent in the implementation of the Sufficiency Economy Philosophy at local communities in Thailand. Sufficiency Economy is the philosophy of HM King Bhumibol “that addresses the way of living and practice of the public in general from the family unit and the community to the national level, in development and management of the country towards the middle path, especially in developing the economy to keep up with the world in the era of globalization. The word ‘sufficiency’ means moderation and reasonableness including the need to have self-immunity to be ready against any internal and external shocks.” This philosophy has been consistent with Buddhism's doctrine named the Noble Eightfold Path which provides a middle way to the cessation of all human suffering or “perpetual happiness.” It is based on the concept of self-reliance with peace and tranquility as the ultimate goal.

Although conceived in 1974, Sufficiency Economy has been widely implemented throughout the country after 1997 when the world community was faced with the financial crisis and Thailand had to devalue its currency and obtained loans from the IMF. At the national level, the philosophy has been adopted as the main theme or vision of the 8th-10th Economic and Social Development Plans (1997-2011). The public and private sectors were rather slow in implementing the philosophy due in part to lack of clear understanding of the philosophy.

At the local level, the analysis of aggregate data and field observations revealed that different patterns of local communities appeared to exist. In general, most communities were found to have been under the influence of capitalism and consumerism for quite some time as a result of the implementation of the populist policy by the previous government. However, a few rural communities characterized by strong indigenous culture and folk wisdom (or Pumpanya) had managed to stand against capitalism and pursued Sufficiency Economy. Among them was the network of Asoke communities which normally led the simplest form of living. At these self-reliant communities, the participatory communica-

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tion process was found to operate, explicitly or implicitly, at various stages of the Sufficiency Economy practice. Above all, HM the King has been perceived as the role model (social learning theory) to inspire the mass to adopt the moderate and reasonable mode of living and self-immunity against external threats. A number of “opinion leaders” such as local leaders and spiritual leaders (monks) were seen actively engaged in discussions with their followers about the practice of the King’s philosophy according to their folk wisdom and culture. Groups of rural citizens were quite active and well organized at public meeting places (or Prachasankom) to plan, implement and monitor the Sufficiency Economy scheme. Local media, particularly community radios, broadcasting towers and rural press, as well as traditional media like folklore, folk dance and folk music were very popular in rural Thailand and played a significant role in the diffusion of the philosophy among members of rural communities.

However, the implementation of Sufficiency Economy has been hindered by the problems of government’s transparency and uneven income distribution. To tackle the problems, the “empowerment of rural people” (or conscientization) has been adopted as a strategy to achieve good governance, based on a two-way interactive communication process and people’s rights to information and freedom of expressions. Currently, several development projects have been tried out in 12 provinces to test this participatory model. Hopefully, a civil society will eventually emerge and citizens actively participate in the democratic decision-making process and monitor their own government. A leading self-reliant community will be used as a model for others to follow and its networks to be

Social Marketing in the Non-Profit Development Sector: Participatory Communication?

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THE ROLE OF the non-profit sector in developing societies regarding social development is growing. The contribution of the non-profit sector, especially non-governmental organisations (NGOs) and community based organisations (CBOs) are mainly two fold. Firstly NGOs and CBOs as representatives of communities can act as activists, identifying pertinent issues and problems within communities. Secondly NGOs and CBOs, especially in the welfare sector, are instrumental in the deployment and implementation of development programmes.

Given the growing importance of the non-profit sector, it is understandable that NGOs and CBOs are also placing more emphasis on their communication function. However, they do not always fully understand the complexity and diversity of the communication required from them. A NGO/CBO needs to communicate with different stakeholders, including potential donors, government and communities. Each of these stakeholders requires different communication strategies.

One of the biggest challenges facing NGOs/CBOs are funding, whether from government or independent national or international donors. In practice this means that NGOs/CBOs in the same sector also sometimes compete for funding amongst one another. This has especially highlighted the importance of communication, as it is often the better known, or more high profile NGOs that receive more funding. Inevitably the non-profit sector also joined the branding-bandwagon and started to position themselves within the “non-profit industry”. Within this context, with focus on branding and positioning, it is understandable that the concept of social marketing has become popular in the non-profit sector. Where non-profits are specifically engaging with potential donors, this approach is functional.

The emphasis on funding often means that the strategy of social marketing also informs the communication strategies with the other stakeholders, including developing communities. It is however, debatable whether social marketing is the most appropriate communication strategy when communicating with developing communities. Participatory communication is currently the normative approach when engaging with developing communities. Despite ambiguities regarding what exactly participations entail, as well practical problems in the implementation of the participatory approach, it seems as if participatory development communication is more sustainable than the modernisation approach was.

The main premise of social marketing as vehicle for development is that a lifestyle could be changed by means of marketing strategies. This could be problematic in that social marketing, with its roots in marketing as it is deployed in the profit sector, could focus more on a top-down communication rather than participatory communication strategy. Within this context the use of social marketing strategies to communicate to developing communities and manage development programmes can be questioned.

It is against this background that the following research question is posed: To what extent is social marketing compatible with the participatory communication approach to development?

This paper proposes a theoretical analysis of social marketing and the participatory approach to development communication in order to determine whether social marketing could indeed be seen as participatory, and therefore an appropriate communication strategy to communicate with developing communities.

Grass Root Communication for Social Change

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THE PRINCIPAL OBJECTIVE of this case study is to map the communication methods that are being used in the organization Sister Namibia. I intend to find communication mechanisms that together can constitute a communication framework. The main question at issue is; What role does communication play for social change to appear? The question will generate in analyses and deeper understandings of communication processes in a NGO.

Sister Namibia is a non governmental organization that fights for women’s rights in the Namibian society. It has been seen that several factors in their communication work can together constitute a communication framework. Dialogue is vital in their communication work, through dialogues people can define their own needs and discuss how they can satisfy and reach them. Another central aspect of their communication framework is networking. Sister Namibia can be seen as a piece of puzzle in a bigger network that allows the organization to reach a wider audience and it is a strategy for how they can gain power, grow and establish deeper in the society. The diversity among women makes it necessary with a communication framework that provides flexibility, which includes different communication methods and channels depending on the target group. A holistic approach in the communication framework is also important; the communication have to be focused on change at individual, societal and governmental levels.

Furthermore, I have observed that to be able to understand processes of communication it is vital to look at the whole social context. Communication in development work can not be studied as an isolated phenomenon. It is determined and shaped by the whole social context and has to be studied together with the social actors and the environments they act in. In this social context knowledge, power, and material & social needs have been found as central aspects. They are needs and factors that are gained and created by individuals and groups in societies, and can be

seen as prerequisites for social change to appear.

The model below is designed to illustrate the most central aspects in the communication framework. Dialogue, networking, flexibility and a holistic approach can be seen as the foundation in the communication framework. The top part of the model illustrates the social context, with knowledge, power, and material & social needs as central factors. The arrows show how they are all connected and interacted with each other.

To understand processes of communication in development work, all parts of the model have to be considered and analysed. In a society where people feel empowered, satisfied with social and material needs, and have access to knowledge, an environment can be created in which social change becomes possible. And this environment are much depended on if developing communication consist of dialogue, networking, flexibility and a holistic approach. The study clearly shows that the possibilities and capacities that people have to communicate are closely related to their capacity to create changes in their societies.

ØRECOMM Global Launch Panel: New Challenges in Communication for Development

ØRECOMM Global Launch Panel.
New Challenges in Communication for
Development – Rethinking Development
Paradigms, Power Relations and
Communication Strategies

OSCAR HEMER & THOMAS TUFTÉ
K3/MALMÖ UNIVERSITY, SWEDEN AND CBIT/ROSKILDE UNIVERSITY, DEN-
MARK

THE FIELD OF communication for development is experiencing dynamic times, both in the theoretical debates but not least in the actual use of communication in development work. However, often times, there is a certain inertia in the theoretical perspectives we see used, and critical reflection upon how we conceive the field is often not formulated. New development challenges are however posing fundamental challenges to the field, and this panel suggested a critical reflection these development challenges as well as of the theoretical perspectives we apply to try to understand and develop the field of communication for development within this context.

This panel wishes to provide critical perspectives on communication for development at three different levels. Firstly, at the level of development theory, where Pieterse uses the 'rise of Asia' to reflect upon globalisation and development thinking. Secondly, at the level of conceiving power relations in communication for development work. Here, Wilkins deconstructs the field to explore how the understanding of power relations remain at the core of understanding communication for development practice. Finally, Obregon and Tufte will review a particular and very used and successful communication strategy within communication for development: entertainment-education. They suggest a broader theoretical framework which reflects the development challenges EE often is used in relation to.

This panel is proposed as part of the global launch of a new bi-national research platform, ØRECOMM, which is being established in Denmark and Sweden, with Roskilde University and Malmö University as the hosting institutions. We hope to have a book launch ready for the panel as well.

21st Century Globalization and Development

JAN NEDERVEEN PIETERSE

WHAT ARE THE implications of the rise of Asia for globalization and for development thinking? This paper explores three propositions.

1. A multipolar, multi-currency world is taking shape.
2. Although the rise of East Asia, China and India is often claimed as a success of liberalization and economic openness it would not have materialized without the contributions of developmental states. It is appropriate to view East Asia's resurgence in light of East Asian historical dynamics.
3. The rise of Asia indicates the return of the developmental state in development thinking.

Articulating Power in Models of Development Communication

KARIN WILKINS

THIS HISTORICAL ASSESSMENT of the development communication articulates underlying assumptions about power implied in models of social change. Although the focus of development communication has changed over time from concerns with modernity, to dependency, cultural imperialism, globalization, participation, and resistance, these shifts have not evolved in a linear fashion. Many underlying concerns with power, whether conceived within political-economic structures or within community contexts, or whether posited as hegemonic or pluralist processes, remain.

For example, participatory goals may be constrained by lack of institutional assistance or resistance from agencies with power. Seeing the contextual conditions of local community efforts means recognizing the importance of resistance to oppressive conditions. Incorporating the work of social movement organizations into the broader study of development allows us to consider social change outside of the development industry. Although there are many types of social movements in the development realm, they have the structural potential to advocate against groups with power, through recognizing the historical conditions privileging certain groups over others. Some community and activist media centers concentrate on the process of production, emphasizing participatory aspects of engagement, whereas others privilege the content produced, toward creating quality texts designed to attract and compel particular responses. Funding structures and resources of these media centers, to the degree they rely on a concentration or multiple donors, commercial or non-profit financing, volunteer or paid support staff, guide and constrain the possibilities for these processes and products. While their primary concern with process or outcome may diverge, these approaches connect in their interest in active participation among community members in the process of articulating problems and enacting solutions, as well as the more resistant possibilities of the strategies engaged.

Entertainment-Education – New Theoretical Perspectives

RAFAEL OBREGON AND THOMAS TUFTÉ

ENTERTAINMENT-EDUCATION (EE) is one of the most innovative communication strategies developed and used successfully in communication for development over the past two decades. While entertainment has been historically part of processes of change as a tool for cultural reinforcement, values, etc., the val-

ue of EE as a communication strategy comes from the theoretical perspectives added to it and the increasing body of knowledge developed over the years. While the emergence and longest standing tradition of EE originates in behaviour change communication with focus on individual behaviour change, a broad range of new perspectives have emerged in recently years. Limitations of EE have been identified by some authors, emphasizing lack of focus on the educational component, lack of focus on the social determinants in the EE-based health communication, etc. Strong calls have been made for the need to expand the theoretical basis of EE, provide a more participatory perspective to EE, and which speaks to the growing focus on addressing social change. This call for rethinking of EE emerges in part due to the use of EE both in longer term interventions and as a strategy in an increased variety of development challenges. Governance and conflict resolution are two of these new areas.

This paper will part from an overview of the theoretical basis of EE, outlining core debates and critiques set forth. It will furthermore elaborate on some of the theoretical perspectives that remain unexplored or that are explored in a limited fashion within EE but which further can enhance the conceptual basis of EE and its use as a communication strategy not only of behaviour change but also for social and structural change. The theoretical discussion will bring us from Freire's dialogic perspective on communication over Augusto Boal's Theatre of the Oppressed, adult education to more contemporary theories and reflection on participation, citizenship and governance.

Participatory Communication: New Media Socialities

Governing a Community. The Formation of Leadership and Governance in a Web 2.0 Project

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THIS PRESENTATION ADDRESSES the question: How do the process of governance and the formation of leadership operate in the case of an open web-based project with mass participation? The analysis employs the methods of frame analysis to examine the discursive construction of a 'sense of community'.

The Online-Encyclopedia Wikipedia is the largest collaborative authoring project in the history of the Web and one example of a new generation of applications fostering user-generated content termed 'Web 2.0'. Wikipedia's open, freely accessible production and communication processes seem to match the expectations of earlier Internet visions concerning the leveling of inequalities and the empowerment of users.

However, as recent work has shown, the emancipatory alternative knowledge production in Wikipedia is characterized by cultural/regional imbalances, dominated by info-elites and subject to power plays.

The crucial problem is, that, in order to preserve the so-called 'wiki magic' of exceptional growth, the project needs to stay open. Yet this barrier-free nature poses the permanent threat of vandalism and instability. There is no formal procedure of regulation by legitimate institutions.

The presentation is based on a study of one core concept connected to Wikipedia - the idea of a 'Wikipedia community'. The definition of the collective of Wikipedians as community is neither given nor self-evident. First, the applicability of the term for online social relations is highly controversial. Second, it is open to debate if the Wikipedians meet any of the specified 'community' criteria.

The advantage of this study was that it could leave to one side these unanswered questions by focussing exclusively on the semantics of the term 'community' - the positive semantics that have already been employed in the context of open source-projects. The thesis was that the most sustainable way of forming leadership to govern the user activities is by means of formulating visionary statements and allowing the users to debate them freely. So, it looked at the discursive establishment of the identity-creating idea of a 'Wikipedia community'. The assumption was that this self-conception is used as a means to regulate and govern the production processes. The ethos of community encompasses the ideas of ownership, reciprocity, solidarity and is connected to the user's performance and the construction of the software architecture. In addition, the sense of community is the cornerstone of the emergence of the Wikipedia policy system. For instance, it retroacts on the orientation towards consensus, rational debate and soft security mechanisms.

In order to analyze the self-characterization of the authors as 'community' the examination used the theoretical orientation and qualitative methods of frame analysis. Therefore, it looked at the argumentations concerning competing interpretations of the community concept. Its bases were the archived postings of the mailing list Wikipedia-l (01/2001-12/2004) which had been imported to the QDA software Atlas.ti. In a first step, all occurrences of the terms 'community' and 'Wikipedia' were semi-automatically parsed to look at their quantitative proliferation. In a second step, the content of the text sequences were summarized and on that basis the divergent framings of Wikipedia as 'community' were examined.

User-Generated Content in the Internet: An Examination of Gratifications-Sought, Citizen Participation, and Psychological Empowerment

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THE TOPICS OF user-generated content on the internet, citizen participation, and psychological empowerment have received significant interest in recent years due to the Web 2.0 phenomenon. While there have been studies that have examined online civic participation and political empowerment, how citizen participation offline and content generation online are related to psychological empowerment has not been thoroughly explored. User-generated internet content has exploded in recent years.

Sites such as Facebook, MySpace, Blogger, YouTube, and Wikipedia helped establish viable business models based on lively forums, blogs, and personalized social network sites where users can post photos or videos, meet other users, and establish communities based on shared interests.

The main purpose of this study is to address two questions. First, what roles do gratifications of content generation online (e.g., satisfying recognition needs, cognitive needs, social needs, and entertainment needs), the three components of psychological empowerment (i.e., self-efficacy, perceived competence, and desire for control), and citizen participation play in predicting levels of user-generated content on the internet? Second, how do user-generated content and citizen participation influence their psychological empowerment?

Data were gathered from a telephone survey in a probability sample of internet users aged 14 to 70 (N=626). Results show that levels of user-generated contents are significantly associated with satisfying the social needs in the process of content generation and the target audience of these contents—primarily for known friends and unknown cyber friends. People who are heavy pro-

ducers of internet contents tended to be young, less educated, and with a high family income.

However, no significant influences were found from citizen participation and psychological empowerment on the amount of user-generated content online. On the other hand, regression results show that demographics, levels of user-generated content, gratifications-sought, and citizen participation have positive effects on several indicators of psychological empowerment. In particular, people with high self-efficacy tended to be older, better educated, actively engaged in content generation on the internet (via personal webpages, blogs, forums, video posting on YouTube, and forwarding information to others), and motivated primarily by seeking recognition in the process of generating content online. High self-efficacious people tended to express great interest in public affairs and show high internal political efficacy.

Similarly, people who scored high in perceived competence tended to have a higher household income, follow public affairs closely, and are significantly more active in producing contents on the internet. Desire for control was predicted by the social needs motive in content generation and external political efficacy. This means that people with high desire for control tended to seek social gratifications through sharing and appreciation by others of contents generated by them. These highly empowered individuals tended to believe that public officials do not care much what people think and people have a say about what the government does.

This study reasserts that psychological empowerment can be buffered by one's degree of content generation online and by both their attitudes and behaviors towards citizen participation offline. Limitation of the study and direction for future research are discussed.

Web 2.0: Democratic Adventure? Polarization in Colombia. The Case of the Liberation of Two Kidnapped Women

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The Web 2.0 has been presented as a new tool that favors the democratic practices and that allows the participation of the citizens across the constant exchange of ideas, the production of contents and the free access to the information. Every participant of Internet have the possibility to propose messages, actions or manifestations that can be recaptured, signed and supported by other users of the network. The network effects and the political specific and relating to the moment context can help to that these proposals acquire an important political and civil mobilization, which manages to affect even the public governmental agendas.

Nevertheless, this instrument that one presents as plural ranges constant between the democratic effective participation in the public forums of the network and the dangerous adherence blocks up to values and hegemonic doctrines that find his expression in the new channels of Internet diffusion and of the tools of the Web 2.0. Both the democracy and the autocracy and his hegemonic thought can be promoted by the network and have a great reception of agreement with the political context.

The democratic values acquire a visible fragility in front the media power one and his snowball effect. These movements can promote the polarization, the social stigma and even the use of the violence to obtain political objectives (or simply to eliminate the difference). The inexistence of controls in the production of contents and in the feedback done by the users has fomented the appearance of undemocratic trends that put in risk fundamental principles for the civil responsible and critical participation.

This communication analyzes the case of the political polarization in Colombia that arises in the context of the initially unsuccessful liberation – later carried out under other conditions-, on

the part of the Farc guerrilla, of two kidnapped women of high political importance (Clara Rojas, ex-candidate to the vice presidency, and Consuelo Gonzalez, ex-Congressmember) and the evolution that this movement has had in the social networks of Internet.

The centre of this study is the Facebook's groups creation from the initial failure of the liberation on the part of the guerrilla, happened on December 31, 2007, the evolution of this groups, the speech of his members and of his counterparts, and whose materialization was reflected in two transcendental consequences for the political history of the country: the great world mobilization of February 4, 2008 in opposition to the Farc, initially promoted across the social networks and later promoted and assumed by the mass media and Colombian political parties, and the denunciation of the actions of the senator Piedad Córdoba in her role as mediator of the liberation. Both situations demonstrate the weight of the political context in the Internet dynamics, the extreme and exclusive polarization that is reflected in the created groups, and that the linked reaction and his network effects work both for the good and for the evil of the democratic and participative values of the active citizenship.

Generating new media and new participation in Iran: The Case of Zigzag

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AN ABUNDANCE OF claims, both optimistic and pessimistic, have been made regarding the social impact of the internet. Rheingold (2000), for example, has argued that the Internet can help discover or reinvigorate the virtual community. "The Iranian Multi-Platform Media Development Project" is a two-year project run by The BBC World Service Trust which aims to increase participation by Iranians in securing access to unbiased, reliable information with which to make informed decisions. New media is embraced both in delivering the project and conducting the research. The online surveys, interviews and webmetrics analysis carried out as part of the project explores the project's multiple audiences (trainee journalists, registered users and visitors) and how new media has facilitated learning and communication.

The webmetric network analysis shows the impact of the ZigZag web site within the Persian blogging community, and its relevance to news and cultural discussion.

This paper reflects on the key learnings in using the internet to train professional and aspiring journalists, harnessing online professional networks, facilitating dialogue and encouraging participation among wider online communities inside and outside Iran.

Blogging among Egyptian youth: towards new citizenship practices in Egypt

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THE CONCEPT OF citizenship is revisited in recent literature. The focus has shifted from rights and obligations as the main features of citizenship to participation and identity. There is an uprising belief that the forms of political participation are changing, and that new ICTs, specifically the internet, are the source of this change. Citizens have found new channels to express their views and get engaged in the civil society. This shift or change in the concept of citizenship and in civic engagement and political participation is perceived as a necessity to resist the growing of xenophobia and

to create a clear vision of what a society is all about.

The call for the rise of cultural citizenship, which basically means a continuous process of learning about the self and the relationship of self and other, as an alternative to the conventional form of citizenship and the role the internet plays in that aspect is the point of departure in this paper. As the literature usually focus on the western perspective, this paper attempts to present the Egyptian experience by investigating the current changes in citizenship practices, specially among Egyptian youth from different affiliations and the role of blogging in reshaping the citizenship concept in particular and mobilizing civic engagement in general.

Blogging provides the Egyptian youth especially the activists with a tool to express themselves freely and share their experiences and stories.

Through blogging young (Muslims Brothers), young Egyptian activists (leftists and nationalists), and youth with no specific ideologies are communicating and learning about one another like it has never been before. Could this identify a new cultural citizenship evolving in the Egyptian society? Could this spread the culture of tolerance and mobilize civic engagement in Egypt? This paper attempts to answer these questions through conducting in-depth interviews with some of the Egyptian bloggers from different affiliations and through analyzing the content of their blogs as well.

Website for active Aging

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IN THE GLOBALIZED society of today terms like old, aging and retirement need to be redefined. It is said that nobody grows old merely by living certain number of years. The 'biological age' of a person is not identical with his chronological age. Hence, one does not age at the age of 60 years. The reason behind it is increased life expectancy and improved health of old people. The increased life expectancy and improved health of older people does allow elderly to work after the age of retirement. As soon as the person retires, he does not become old, inactive or non-contributory. His/her capacity to contribute to the society does not decrease and hence, an opportunity to elderly should be given to continue working.

To remain active, elderly must find the possible work in which they can engage themselves be it a part time or social work or in school education counseling, at such a stage when one become a participant in life instead of a mere spectator life becomes worth while living. This it will also help them to remain economically independent. The utilization of their time in constructive activities can return enthusiasm and interest in their lives.

Understanding the present agony of aging population it was thought to launch a website for them where they can upload their profile or bio data through which others come to know about their expertise and how it can be utilized for constructive work. Through this website, elderly can show the society their readiness or willingness to work. The website is named as "Second Innings" and website address is www.jobsforelderly.org It is designed in such a manner, where elderly themselves can upload their profiles by clicking at the "registration" button. Those elderly who want to work after their retirement can register themselves on it, by giving their personal and professional details. The website displays their profile and the employer can see their details, which can develop a network between explores and employees.

This website was launched in the month of September 2007, and around 70 to 80 elderly have uploaded their profile till now, many more elderly are in process of loading which shows that there is a dire need to work amongst elderly.

Apart from bio-data/profiles of elderly a list of organizations showing readiness to absorb the elderly in their set-up has been put up on the website. Before launching the website a quick survey was conducted to identify such organizations. The organiza-

tions were informed about the purpose of the website and many non government organization, voluntary organization and small business firms agreed to absorb elderly, whenever the need arises. Hence the list includes name and addresses and other contact details of these organizations and institutions, which can be accessed by elderly citizens through this website. In addition to it, on one of the web page a list of active elderly citizens is displayed who have kept themselves occupied even after retirement. This serves as a motivating factor for others. This web site is first of its kind in India.

Gratification-Opportunities, Self-Esteem, and Loneliness in Determining Usage Preference of BBS and Blog among Teenagers in China

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IN STUDYING MEDIA choice, past research has focused on using gratifications-sought and – obtained to explain media preference. However, a medium that offers more functions, features, and types of content may provide the audience with a greater array of gratification-opportunities. Therefore, gratification-opportunities, defined as the properties of a medium that amplify or attenuate the opportunities to derive gratification from the medium rather than attributes of the users, may be significant predictors of media choice.

Widespread Internet use has increased the popularity of computer-mediated communication (CMC), and as CMC undergoes further development, participatory communication becomes overwhelming welcomed. Web logs (blogs) and Bulletin Board Systems (BBS), as two participatory communication tools have become popular and previous research showed that teenagers constitute a large group of users. Increasingly, teenagers use BBS to discuss various topics with their friends, teachers, and strangers. At the same time, blog is widely welcomed by teenagers as a more individual medium. One distinct difference between BBS and blog is that BBS is an open public space, while blog is more personal and private. In BBS, all kinds of people participate in it and discuss various topics, resulting in good circulation of ideas. On the other hand, blog owners have more control over the content, design, styles, and functions of their blogs, resulting in more flexibility for users to personalize, control, and manage the stability and security of the content. Further, blogs also offer more functionality than BBS. However, little research has focused on the determining factors of usage preference between these two popular participatory communication tools. Therefore, the goal of this exploratory research is to examine the roles of gratification-opportunities and psychological factors (e.g., self-esteem and loneliness) in determining the preference and usage of BBS and blog among teenagers.

Results of a random sample of 301 teenagers found three gratification-opportunities for Bulletin Board Systems (BBS) (synchronicity, personalization, and circulation) and four gratification-opportunities for blog (multifunction, stability, circulation, and personalization). Discriminant analysis showed that the combination of the personalization gratification-opportunity of blog and the circulation gratification-opportunities of both blog and BBS could be used to predict users' preference for BBS or blog.

Regression analyses showed that heavy BBS users valued the circulation gratification-opportunity of BBS, while heavy bloggers valued the stability gratification-opportunity of blog. Moreover, the results marginally supported the idea that those people who scored high in loneliness tend to prefer using BBS. However, the results did not support the idea that people who scored high in self-esteem would prefer using blog, as heavy blog users tended

to score low in self-esteem. Finally, online experience was found to be a significant predictor of the level of blog and BBS use.

These results strengthen the notion that gratification derived from the attributes of a medium, rather than the attributes of users, do serve as important predictors of level and type of CMC use. More theoretical implications of these findings are discussed.

New Approaches to Community Media and Participation

An Agenda Setting Approach to Community Media. The Case of Mundo Hispano

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MEDIA REPRESENTS A SYMBOLIC and physical social sphere. As many other day-to-day relationships, media responds to certain people's needs and takes a particular form in the each social context, which determines its characteristics and the role it plays in people's lives. The significance of the social functions of media continues to increase, among other reasons because of the cultural conflicts in cities' urban space, which often raises concern among governments and other key social actors.

This article explores the content of immigrant's community media in relation to the satisfaction of migrants' specific needs as well as cultural identity strengthening and immigrants' integration on the local imaginary. It departs from a case study about Mundo hispano (Hispanic World) (www.munhispano.com), a free-of-charge newspaper focused on Latin America' issues, Immigration, Culture, and Sports issues of interest to migrants living in Barcelona (Spain).

The research seeks to find out what kind of contents are offered and how it's the process of agenda setting takes place (i.e., what inputs do the managers receive from the Latin citizens, associations, business, etc.), particularly in relation to the lack of information provided by other local newspapers and public institutions. It follows theoretical elements from communication for development and social change theories developed by Rogers, E. (1976); Wallack (1997); Melkote, S. & Steeves, L. (2001); Tufte, T. (2003); Servaes, J. & Malikhao, P. (2005). It is based on in-depth interviews with managers and members of the audience of Mundo hispano, localized among the Latin America Entities' Federation of Catalonia (Fedelatina) members (<http://www.fedelatina.org/>).

The papers' findings are discussed in relation to current immigration debates taking place in the country and it makes recommendations for future research endeavors that may shed light on how community media reflects these dynamics.

Content Creation as Participatory Development

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THIS PAPER REPORTS on research findings from the Finding a Voice project, a multi-sited ethnographic study of – and experiment in – local participatory content creation. The project is made up of a research network of 15 pre-existing local community-based media and ICT initiatives in India, Nepal, Sri Lanka and Indonesia. The goal of Finding a Voice is to increase understanding of how ICTs can be both effective and empowering in each

local context. To investigate the most effective ways of articulating information and communication networks (both social and technological) in ways that might empower poor people to communicate their 'voices' within and beyond marginalised communities.

Issues of voice are receiving a great deal of attention in development communication, and development more widely. Listening to and consulting the 'voices of the poor' marks a now mainstreamed or institutionalised concern for participatory approaches to understanding the lives of those experiencing poverty - the targets of development efforts. It is an approach that allows those who are living in conditions that might constitute 'poverty' to tell those who are not what this experience is like, in their own words. Such an approach might challenge our 'expert' conceptions of poverty itself.

The basis of arguments for participatory and bottom-up approaches are that – through participatory approaches – different realities can be presented, and questions asked about 'Whose Reality Counts?'. However, such voicing may be encouraged, but never really heard. Participatory approaches may themselves turn out to constitute 'top-down participation', where participation constitutes 'insiders' learning what 'outsiders' want to hear, or simply an exercise in administrative task-sharing or the necessary rhetoric to win funding. Participation may be a buzzword, hijacked from its original counter-hegemonic purpose.

In the fields of development communication and ICT for development there is growing attention being paid to the local production of content, marking a concern with promoting a diversity of voices through media and communications. Communication for Social Change (CFSC) might be considered as a point of convergence between the development agenda and community-based, alternative, or citizens' media. Another interesting point of convergence can be found in community multimedia centres (CMCs), largely initiated with donor funding and fitting squarely into the development agenda, and yet strongly linked to traditions of community media. CMCs combine traditional media with new digital media. The idea is that this convergence will provide a two-way link to global information and knowledge available through the Internet, through the 'intermediary' of local traditional media.

Most of the Finding a Voice sites can be considered CMCs. The focus in this study is on community-produced media content and participatory approaches to its development. Participation not only in the creation of content, but also in the decision-making surrounding what content should be made and what should be done with it. This paper explores whether and how, in this context, participatory content creation can provide a mechanism for participatory development.

Unortkataster Application

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WHILE IN THE past the predominant goal of software engineering was the efficient development of robust, reliable and easy to use systems, the state of affairs seems to change radically at the moment. On the basis of gained experience and acquired adulthood, a significant number of users ask for empowerment. They not only want to be asked afterwards what they like or dislike about an application, but actively participate and get a say at all stages of development, right up to the questions of profit-sharing. Therefore, the recently checked out software design methodologies primarily try to come up with strategies for participation on all levels of the software process. Packaging and shelving of software seems to be a discontinued model, the new software development processes try not to end with the first deployment of a system but stay open to the requirements of an ever-changing context and the continuously upcoming needs of users. To achieve such systems we need open software architectures on the one

hand and the active involvement and the energy of participating people on the other.

The development of the Unortkataster, which will be discussed in the paper, is driven by the intention to create an online tool in collaboration with users that allows starting controversies about critical places (Unorte) in an urban environment (the area of the City of Cologne). The tool is intended to moderate discussions and organize them by temporal and spatial aspects. Basis for the application builds a collaborative map that is shared by the local community. Social requirements about future strategies for city development may be derived from the proceeding controversy that will happen on the platform and will likewise influence the requirements for the software development process itself.

We analyse what potential the approach of technology probes delivers for participative software development in the context of big cities. This entails the question, which potential map based community applications may be applicable in the interleaved domain of physically localised public space and a globally networked public sphere.

In the paper we will try to illuminate another quite important - normally underestimated - aspect regarding participatory software systems. Once developed and implemented, software acts independently from their creators. It becomes an active player in the social communication game. Algorithmic processes are self-operating entities that actively change the domain in which they perform. This viewpoint does not focus on the cultural memory and its well-investigated modern realisation as digital archive, it is about the underlying algorithms that select, copy, transform, compare, visualize, and permanently reorganise the digital information and its connected communication processes. Thus, due to their invisibility and despite of their omnipresence, algorithms are probably the most underrated artefact of our days. It seems to be time to ask a basic question: How do software algorithms actively shape society, its knowledge and communication patterns?

The Unortkataster is developed within the collaborative European research Project CITIZEN MEDIA, which is co-funded by the European Commission under the "Information Society Technologies" Sixth Framework Programme.

Towards a New Paradigm of Mediated Communication: Gen-M and Virtual Communities

ANABELA GRADIM
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THIS PAPER ARGUES Gen-M is the first generation to live solely in the new paradigm of mediated communication, characterized by being a paradigm where information consumption and production have melted into one figure; and defends they were driven to it through contemporary modes of socialization, namely by hanging around in a wide range of virtual communities.

Although still not clearly bounded, for the purpose of this study Gen-M is defined as being the first generation in which media play a central role in their lives, and comprises, roughly, those born after 1982, which are presently in their teens or early twenties. It is the first generation whose lives have been consistently changed and shaped by the media, and particularly, new media. For those youngsters, the digital natives, cyberspace as evolved towards the dissolution of frontiers between information production and consumption, and every Gen-M, as this paper will try to show, plays simultaneously both roles.

Users of digital media, particularly those relying on the internet, are no longer passive recorders of information, but alternate such activities with the role of content producers, injecting new information on the web, and thus raising the volume of circulating data. The paper argues such interactivity is what characterizes Gen-M appropriation of the media, an event that is completely new as

related to traditional media, and that there is an intimate relation between these new media usages and the new ways of teen socialization, namely socialization through CMC (Computer Mediated Communication) in spaces conventionally designated as virtual communities.

On line, all the time, for everyone, is the distinctive mark of Generation-M. To illustrate this paradigm change, the paper analyses the figures of web penetration and usage in Portuguese homes; applies a survey over media consumption and usages to college students, namely all freshman and senior year students of the Faculty of Arts & Letters of Universidade da Beira Interior; and studies the constitution of virtual communities around the comment boxes of three popular Portuguese blogs.

The survey's purpose was to evaluate if the web usage profile of these students could account for the turn in a new, bi-directional communication paradigm, and the results showed clearly such is the case.

Gathered this material, the paper tries to outline the new paradigm of mediated communication's characteristics, as opposite to the old media model, exploring eight distinct features of new media usages, confirmed by the empiric data available; and draws conclusions on how new media pervading our lives are changing and shaping the ways of the future.

The View From Inside: A Participative Evaluation of Three Indigenous Community Broadcasting Stations in Chiapas

JOSÉ MANUEL RAMOS RODRÍGUEZ
UNIVERSIDAD AUTÓNOMA DE PUEBLA, MÉXICO

THIS PAPER PRESENTS the results of an ongoing evaluative experience of three broadcasting stations in the highlands of Chiapas of southeastern Mexico. These three stations are independent of the State, pursue no commercial interest, and operate without legal authorization. They form part of a larger indigenous organization, formed as a result of a massacre known as "The Massacre of Acteal". In 1997, paramilitary forces this village killing forty five Tzotzil Indians, including women and children. Although located within the region of the Zapatista conflict, the stations are not directly involved in the activities of the EZLN (Zapatista Army of National Liberation); their work emphasizes the respect for human rights, self-sustainable development, equal rights and justice, and peace for the indigenous peoples. The appearance of these stations places itself within the framework of unsanctioned community broadcasting movement beginning in Mexico around the middle of the last decade as a result of indigenous initiatives.

The focus of this study is inspired by various perspectives, both theoretical and practical: on one hand, we reapply the principals and proposals emanating from Latin America in the area of Popular Education where importance is greatly attributed to the processes of reflection and systemization of practice. On the other hand, we reapply the perspective constructed by Clemencia Rodríguez and a group of Columbian researchers in the evaluation of the community broadcasting stations of the Magdalena Medio. In this perspective, it is of fundamental consideration, the re-construction of personal and collective histories, through various participative techniques in order to uncover subtle processes of changes in the established symbolic order, and the creation of new meanings resulting from the community experience. Our evaluation has also borrowed certain aspects of the methodological proposal developed by Jo Tacchi and her collaborators from Queensland University of Technology, consisting of what she calls Ethnographic Action Research, which endeavors to register the transformations of the communicational environment that propitiate the participative use of the Information and Communication

Technologies for Development (ICT4D).

The participative focus implies that those involved in the daily operation the stations have established both the aspects to be evaluated and also what is finally expected. The analysis and interpretation of the data are mainly a product of the collectives participating, and the role of external researchers is that of facilitators and support in systematization.

Beyond the applicable feedback to the practice of evaluated experiences, this study constitutes an effort in knowledge construction and empirical register of the constructs difficult to understand, such as empowerment, social cohesion, and community life. These concepts, however common in the discourse relating to alternative and community media, do not yet carry sufficient weight for both governments and financial agencies, still waiting for the outcome of the quantitative indicators.

The Communication Epiphany. New Media and the Redemption of the Other

RAVI K. DHAR

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THIS PAPER ARGUES that the birth of the mass media dealt a fatal blow to the communication equality that existed in the pre-industrial tradition-bound societies and created in its stead a communication inequality that supported and nurtured a power inequality that empowered some and deprived others, thereby creating unbridgeable divides at various levels and in various forms. The paper hinges its argument on the capital intensive and non-interactive character of the mass media which precludes any participation of the other in the communication process. It points to the somewhat fascist character of the mass media in not just muffling the participation of the other but also in subverting the very semantic connotation of the process of communication, so much so that mass communication comes to be seen as a unidirectional process which could at its best peak to a reactive level. It goes on to argue that the advent of the Internet as the new media came as a hammer-blow on this vice like grip of the mass media on communication in the public domain. Inherently interactive and non-capital intensive, the new media resurrects the semantic connotation of communication by redrawing the other into the process of communication as an equal partner, thereby striking at the communication inequality perpetuated by the mass media for the partisan ends of the ruling elite at national and international levels. It highlights the attempts of the power elite to muzzle the independence of the new media to strangle its attempt to democratize communication. It, therefore, calls for the democratic self-governance of the Internet and the sustained engagement of governments and international bodies with the removal of factors that deprive citizens in various countries to communicate on the global cyber green, thereby making communication in the public domain inclusive and participatory. The paper arrives at these findings through a methodological engagement with the concepts of communication and mass communication, an appraisal of the various forms of divides created by mass media nationally and globally, a conceptual interrogation of the forms of communication spawned by the Internet, an assessment of the various forces inimical to the democratizing function of the new media and of the various debilitating factors within the society in ensuring the access of the other to the new media to communicate in the public space with special reference to India. Each of these issues comprises separate sections that converge to highlight the participatory function of online communication and the semantic resurrection of the interactive character of communication.

Decentralisation through Digitalisation

ZEENATH HASAN

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THE PRIMARY CHALLENGE for decentralisation in India is the hugely disproportionate institution to citizen layer in terms of sheer complexity of issues for governance. Implementation of policy level decisions has traditionally been relegated to lower rung institutions by adorning them juridical authority and the financial means with which to operationalize those decisions within their respective territorial constituencies. This structure of operations proves ineffective for the citizenry due to corruption and unaccountability within the bureaucracy. The Right to Information (RTI) Act is a legislation that allows the public to access information regarding government spending and policy. The RTI Act is intended to provide for setting out a practical regime of right to information for citizens to secure access to information under the control of public authorities. Out of India's vast number of villages, particularly those in remote rural areas of the country, the majority suffer from lack of essential information on basic rights and entitlements, public services, public budgets, health, education and working opportunities, agricultural prices and other market information. Also local governing bodies often lack information that is essential to their work on governing and to perform tasks assigned to them in relation to ensuring responsive, accountable and equitable delivery of services to the people. This paper is based on the RTI Platform project, which provides a platform for citizens and civil society to publicly monitor the decentralisation process in the south Indian State of Karnataka. The aim of the project is to design and deploy a technical solution with the support of mobile and networked media that acts as an interface between citizens and the governing body. The RTI project is conceived and implemented as a grassroots level initiative taking into account the need for transparency and accountability in the decentralization process.

Teleconfession – Participating in Social Media

KAROLIINA TALVITIE-LAMBERG

UNIVERSITY OF HELSINKI, FINLAND

IN THE PROPOSED conference paper I study everyday confessional videos on You Tube and more specifically two regular and popular vloggers. The narratives by these two individual vloggers and their audiences are interestingly at the same time sincere and constructed. These so called confessions are an ongoing collaborative process of narration that asks for participation.

I will use as a tool for analysis Foucault's concept of confession, that he introduced in *History Of Sexuality* in 1976. It is as well part of the bio-power, just like the Panopticon figure. However, at the heart of the confession figure is the speaking subject and the "endless mill of speech" that he is producing (Foucault 1979:21). The confessional act requires both a person who confesses, the performer, and a listener, the therapist. Confessional act may thus be understood as a fundamentally interactive act.

The confession will be studied as a profounding communicative act that connects the performer and the listener. In this sense the study draws from ritual model of communication (see Carey 1975) as well as from the narrative approach that wants to highlight the narrativity as a performance. In the realm of media studies the study is connected to the discussions of intimatization of public sphere and the emergence of mediated confessional and therapeutic cultures. (Dovey 2000, White 1992, Furedi 2004)

The paper is connected closely to my PhD study in which I examine the confessional act in the digital media-environment. The aim of the study is to ask if the mediated culture that we are living in is a culture of teleconfession. The entire concept of tele-

confession stresses the mediated and interactive nature of confession. The term refers to the concept of mediated reality (Bolter and Grusin 1999).

By investigating the ways for interaction in non-political environments I am hoping to reveal a new way of thinking about the citizen participation in civil society. Both practical and research-oriented studies and projects about e-participation are going on all over the western democracies. There is a search going on for bottom-up e-participation practices, that would take into account the true potential in internet-based two-way communication allowing citizens greater opportunity to express their individual (political) will. Despite of the ongoing e-participation projects, the examples of good practices are rare

Empirically, I concentrate on audiovisual social media applications. Social media is a term for the web applications that rely on collaborative and user-generated content production. The data will be created by conducting three case studies on different types of social media communities (YouTube, Webcamnow.com, the third will be specified later) and by drawing from interpretive methodologies such as narrative analysis and ethnomethodology. The study will be carried out using participatory and collaborative methods consisting of participant observation techniques.

Solving Problems and Then Socializing

ANDERS SVENSSON

SCHOOL OF EDUCATION AND COMMUNICATION SWEDEN

THIS STUDY EXPLORES the character of an online discussion, with a view to determine whether it tends to be social or democratic. The examined discussion revolves around sports whose discourse normally exhibits no explicitly expressed political aims. The study also attempts to determine to what extent concepts developed within political theory are applicable to nonpolitical contexts, namely sports. Adapting Schudson's (1997) model that distinguishes sociable conversation from problem-solving democratic talk, I conducted a content analysis of 3993 postings on the web site hvfantasten.com. This web site is a venue for HV71's fans, one of the top clubs in the Swedish National Hockey League. Since the sociable talk, according to Schudson, tends to occur between like-minded others, there are reasons to believe that the discussion mostly tends to be a social conversation. The results, however, seem to contradict the assumption. The discussion would not have been feasible without media, with regard to both its range and performance. Ostensibly, it looks spontaneous but in fact it is rather structured due to both an open and hidden, but fully accepted, thematic agenda. Taking part requires knowledge about the norms governing the discussion which can not be said to rest upon egalitarian conditions. The media dependency, the civilized structure, and the fact that it is norm-governed indicate that the discussion first of all tends to be problem-solving democratic, and then sociable. The study shows that concepts from a political context, at least in this case, are applicable to a nonpolitical context. The reason might be that the political goes beyond its traditional reaches.

Presence in Virtual Space and Modern Identity: A Study of Young Internet Users in Iran

MOHAMMAD SAEED ZOKAEI

PRESENCE IN VIRTUAL space whether for professional purposes or for recreation, whether continuously or for shorter period of time leaves deep impacts on different aspects of identity and lifestyles. This impact is at its most for young people who often are the largest and the most enthusiastic users in virtual space. Inter-

net users, depending on the objective and subjective structure of their surrounding environment, experience a wide range of impacts involved with this activity. Drawing on an internet survey of 300 professional and recreational internet users and also 20 semi-structured interviews, the present paper aims at investigating the influences that youth's exposure to the internet involves. The findings suggest that this exposure promotes the formation of a modern identity particularly for professional users (those owning a website or running weblogs). These groups have more reflexivity, are more cosmopolitan, have a stronger agency and care more for their autonomy. Non professional users in contrast, use the opportunity provided by the net to compensate for the constraints that public sphere involves for entertainments, adventurism and particularly for contacts between youth from opposite sex. For this group the virtual space is an extension of the offline world whereas for the professional ones the net is a new space with lots of opportunities to experiment and to empower themselves. The presence in virtual space can be considered as a permission (though with limited validity) for a conditional entry into the modern world. The net has already transformed the situational geography of young Iranian users and has allowed them to experience modern life in different ways.

Electronic Participation and Social Change – The East-Timor Newsgroup

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THIS PAPER PROPOSES that the Internet is an adaptable, incremental and potentially communal communications tool, which constitutes a dynamic and complex global space, where radical democratic movements can discover strategies and tactics for enhancing social change.

That despite the fact that corporate and institutional interests appear to dominate it, the Internet provides more information to a greater number of people, more easily and from a wider array of sources, than any instrument of information and communication in history.

This premise is considered through qualitative and quantitative analysis drawn from the Internet newsgroup east-timor. east-timor is an online community that works to support East Timorese independence, through a process of monitoring, tracking and interpreting 'news' on political and social events, in and about East Timor.

Made up of individuals and 'action networks', the east-timor newsgroup is built on a long-standing tradition from NGO's that widespread participation lies at the heart of democratic activity. east-timor seeks to widen East Timor's profile, away from the restrictive and exclusive traditional media agenda, to access and engender public awareness, and to mobilise and educate support on behalf of, and as a key distinction, due to the lack of the indigenous resistance's own global platform.

The east-timor newsgroup is employed as an example of how progressive democratic movements seeking to build an alternative locale and global order, are faced with the necessity of organising trans-nationally by using the same tools of communication upon which global capital relies.

Conclusions are drawn from content and discourse analyses of three case studies chosen from east-timor, and examine the 'everyday' efficacy of Internet newsgroups for radical media use. Exploring how as discursive online communities, newsgroups can:

- Provide an effective means for individuals to debate, educate and mobilise trans-nationally
- Constitute a very specific phenomenon that betokens a new play of power, a new dialectics of global resistance and a new configuration of politics

- Endeavour to overcome the geographical and socio-political limitations of those who inhabit real life diasporic spaces

The results collated determine that Internet newsgroups are able to assist, influence, shape and extend the possibilities of social change and participatory politics in global media use, specifically in terms of representation, activity and agency.

As a consequence, east-timor is appraised for its proficiency to expose the presuppositions underlying the social formations of global capitalism. How the opening of new fields of play, through the use of the technologies and spaces created by globalisation, allows for a highly differentiated world of resistance, conflict and uncertainty, where dynamics have not rigidified and new kinds of moves are still possible.

Self-Censorship and the Rise of Cyber Collectives: An Anthropological Study of a Chinese Online Community

CUIMING PANG
UNIVERSITY OF OSLO, NORWAY

THE EMERGENCE AND proliferation of cyber collectives in recent years was regarded by some researchers as the main indicator and force for unlocking the public sphere in China and empowering Chinese civil society. It is evident that collective action is more influential in spreading public opinion and organizing public activities than is separated and unorganized individual action. However, when faced with the threat of a more powerful authority, a grassroots collective would possibly become more fragile than the individual, and is liable to compromise in order to avoid complete annihilation. Based on participation observation of an Chinese online community and in-depth interviews with community managers and members, this paper will investigate Internet users' and Internet content providers' perceptions of and reactions to censorship, especially regarding how they learn, perceive, and practice self-censorship. Special focus here will be on the organizations' interpretation and practice of the government's media policies, their conflicts and negotiations with both the government and Internet users, and how they provide space for Internet users to express themselves within the boundaries of the limitations on free speech set by the government.

This paper argues that many Chinese cyber collectives organized in the format of online communities tend to withdraw collectively rather than fight for free speech when they encounter the government's censorship. Even though there is a wide range of criticism towards the government's political suppression among ordinary community members and even community managers, the managers tend to learn and practice self-censorship on their own, rather than taking risks to challenge the government authority, for fear of penalties. They generally tend to establish a friendly relationship with ordinary users, and adopt the strategies of negotiation and dialogue rather than restrictions and sanctions, to remind users to be cautious of their own behavior. And ordinary users who establish a collective identity with the community in which they participate, tend to understand and accept the community managers' self-censorship, even treating it as a collective task, maintaining and protecting their collective spontaneously. Therefore, cyber collectives that emerge in the Chinese Internet environment actually act as a "social safety valve", and to some extent help to relieve the tensions and struggles between the state and individuals. This makes it easier for the government to practice Internet censorship, and the road to democracy in China much more unpredictable.

Panel: Public Participation, Media and Institutions: Three Case Studies

Public Participation, Media and Institutions: Three case studies

ZOETANYA SUJON
LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE
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THE PARTICIPATION OF ordinary publics in content production, knowledge generation and institutional processes is often positioned as a key practice that both blurs boundaries between producers and consumers and, contingently, leads to the democratization of culture. This panel draws on the discourses of mediated practices of public participation found in very different institutions, two open content communities, a public service broadcaster and a public museum, in order to identify the diverse positions and participatory strategies for the public each one offers and to discuss the implications that these bear for our understandings and practices of citizenship and organizational responsibility.

Collaborative Citizenship or Professional Conduct? Negotiated Discourses of Participation as Authorship in Open Content Communities

PANAGIOTA ALEVIZOU

THIS PAPER EXPLORES notions of authorship as a mode of participation in two open content communities claiming to produce alternative, collaborative and free encyclopaedias (Wikipedia, Citizendium). Drawing on discourse analysis and a series of interviews, this paper argues that both communities frame citizenship as a trope of collaborative authorship for the 'public good', but also for scaling social performance in the public production of knowledge. On one hand, voluntary contribution and peripheral participation are enticed in both material substrates and discursive tropes inviting for casual authorial contributions. On the other hand, definitions of authorship become stratified through a level of community 'expertise' that involves awareness of both generic conventions, and rights and responsibilities. Both these resemble articulations of 'professional conduct' in news and encyclopaedia publishing.

Constructing Citizenship: Accountability and Strategies of Public Participation in the BBC

ZOETANYA SUJON

FOCUSING ON THE representation of one BBC project, iCan (what became the Action Network), in 2003-6 Charter review documents; this paper examines contrasting constructions of 'citizenship' and unpacks what such discourses suggest for understanding strategies of 'ordinary' public participation. Most notably the BBC positions itself in three ways: first, as an external resource for the public; second, as an institution mediating and connecting fragmented publics, and finally, as an integral component of developing a regional, national and cultural public. As a consequence, citizenship evaporates from representations of iCan, suggesting that these discourses are employed both to legitimize BBC's online work and is reconfigured as a strategy for enabling and actualizing accountability to and with audiences.

Visitors as Publics in the Museum of London: Participation via Institutional Mediation

Nancy Thumim

THIS PAPER EXPLORES how the museum institution is currently framing their public - museum-goers as participants. Drawing on qualitative research on the London's Voices project at the Museum of London, this paper examines the ways in which contemporary museum and public cultural policy in the UK have converged around the activity of inviting members of the public to participate and to 'speak for themselves'. Analysis of the mediation of such activities suggests that the move to engage members of the public through practices of self-representation is simultaneously both productive and uneasy.

Media and Governance: Does Media Matter?

Panel: Media and Governance: Does media matter?

THOMAS JACOBSON AND PHILIPPE J. MAAREK
SCHOOL OF COMMUNICATIONS AND THEATER, TEMPLE UNIVERSITY AND
UNIVERSITY PARIS 12
UNITED STATES OF AMERICA AND FRANCE

DESCRIPTION

A general goal of this panel would be to critically examine the relationship between media, governance, and the lofty goals often associated with development and democratization efforts. A more specific goal will be to identify avenues of research within the academic community to support the work of non-profit and donor organizations in this area. Panelists and respondents are all engaged in programmatic development and or research concerned with real world applications of democratic media for development.

PANELISTS:

- 1) SINA ODUGBEMI,
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- 3) FACKSON BANDA,
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- 4) "Could networking processes from global funding be a medium of governance?", Aurélie Bras, University Paris 12, France
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CHAIR:

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A Study on Communication Behaviour of Televiewing Farmers

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IN RURAL DEVELOPMENT nothing is more important than the effective communication of farm information. The better the communication, the earlier will be the development of a society. In India where farmers live in less accessible and isolated villages, dissemination of information is very difficult. In this situation television could be hopefully accepted to cater the needs of farm televiewers to a great extent. Keeping in mind the importance of television in the transfer of agricultural technology, a study on "Communication Behaviour of Televiewing Farmers" was undertaken with the specific objectives i. To study the communication behaviour of the televiewing farmers ii. To examine the association between selected independent variables with the communication behaviour of televiewing farmers. The study was conducted in Kathua District of Jammu and Kashmir which was selected purposively. Out of 9 C.D. Blocks only 4 C.D. Blocks namely Ghagwal, Hiranagar, Kathua and Barnoti were selected randomly. A sample of 20 per cent villages was selected randomly from selected Gram Panchayats. A sample of 20 per cent Gram Panchayats from each selected block was selected randomly. A sample of 20 per cent villages was selected randomly from selected Gram Panchayats. A sample of 20 per cent (150) farmer s was selected randomly from selected villages. Hence, a total of 150 respondents were finally selected for recording their responses for study purpose.

Communication behaviour has been operationalised as information input, information processing and information output behaviour of the respondents in the study. An index was developed for studying the communication behaviour of televiewing respondents, wherein information input was studied in terms of sources of information, processing of information was studied in terms of evaluation, storage and transfer of information and information output was studied in terms of dissemination of information. It was found that the majority of farmers were using television, extension personnel of C.D. Blocks, salesmen of agricultural inputs, progressive farmers, radio and relatives and friends as arranged rankwise 1, 2, 3, 4, 5 and 6 respectively as the main sources of information referred as the information input behaviour of the farmers. A large number of farmers used to evaluate (processing) the information by discussing with the progressive farmers, local leaders, neighbours and family members as arranged rankwise 1, 2, 3 and 4 respectively.

Majority of farmers stored the information by memorization and writing in general notebooks as arranged rankwise 1 and 2 respectively. A large number of farmers transformed the information by rearranging the important information as per their needs

and rearranging the information in local dialect. Majority of farmers disseminated the information (information out put) to their family members, friends and neighbours as arranged rankwise 1, 2 and 3 respectively.

It was found that 16 per cent farmers had low communication behaviour towards farm education programmes of television while 55.33 per cent farmers had medium communication behaviour towards farm education programmes of television and

28.66 per cent farmers had high communication behaviour towards farm education programmes of television. It was also found that the communication behaviour of the farmers was positively and significantly related with the socio-economic status, education, size of land holding, interpersonal interaction, innovation proneness, value orientation and achievement motivation of the farmers. For predicting the communication behaviour of the farmers towards farm education programmes of television. It was found that socio-economic status, education, size of land holding and interpersonal interaction were found to be important variables. It can be concluded that the communication behaviour of the farming farmers was greatly influenced by the farm education programmes of television. Television was considered as an effective communication medium.

Therefore, more and more villages should be covered under television network so that they could get the benefits of agricultural technology.

Rethinking Participatory Action Research in Renewable Resource Management

ANNEMARIE VAN PAASSEN, CÉCILE BARNAUD AND INGON PATAMADIT
WAGENINGEN UNIVERSITY, THE NETHERLANDS

DUE TO THE WORK of Funtowicz and Ravetz, agricultural scientists increasingly recognise the high complexity, diversity, uncertainty, and high decision-making stakes of Renewable Resource Management (RNM). Ecological systems as well as social systems are dynamic and interact at various system levels, which lead to highly complex, non-linear, divergent processes and the emergence of new phenomena. We cannot control these system dynamics, but need to opt for adaptive management: reflexive social systems are able to learn and co-evolve in a self-organising manner. Agricultural scientists are called to engage in participatory action research because: (a) system dynamics are uncertain so the knowledge difference between scientists and lay people decreases (b) local people have more contextual knowledge about the specific system dynamics, and (c) local people livelihoods depend (partly) on renewable resources so they have high stakes in the research and the identified solutions.

In view of these calls, more and more agricultural scientists take up the challenge and take great pains to develop methodologies for information sharing and learning such as participatory mapping, participatory scenario analyses, etc. Now the key question is: do these efforts actually lead to the intended effect of reflection, self-organisation and institutional change, adaptive management and sustainable livelihoods? To answer this question, we studied a participatory role-playing-game and simulation experiment, implemented by Companion Modelling (ComMod) practitioners in northern Thailand.

To get insight in the applied methodology, the tacit and espoused theory of change, we first analysed the concrete ComMod activities, documents and articles. Together with the designers, we reflected upon the reasoning behind the actual process design. It appeared the ComMod approach primarily focused on learning: the exchange of perspectives, to attain a rich picture and more mutual understanding. This learning, coupled with the par-

ticipatory, iterative and multi-level character of the process, was supposed to support inclusive negotiation and decision-making. Interviews with the ComMod workshop participants revealed that, at the individual level, poor illiterate farmers learned about farm and ecological dynamics. Instead of copying other people's farm strategies, they now reasoned out, try new farm practices and strategies. The games and simulation models stimulated mutual understanding and cooperative thinking about collective problems, but the 12 participants noted they were not able to transfer these insights to co-villagers; people needed first hand experience with the ComMod activities to attain similar insights. As a consequence, village level decision-making did not attain the critical mass and momentum needed for collective action. Meanwhile, higher-level administrators/ politicians avoided involvement and commitment to the local level learning process.

From this case study, we conclude researchers need to rethink their change theory. To create change, people have to effectively deal with competing interests, discourses and power dynamics. Applied theories do not provide adequate methodological guidance. A 'learning, mobilisation and advocacy' theory seems more adequate. Change does not come about without a sense of urgency, tension and conflict. When launching a participatory RRM research process, researchers need to think through 'how to engage a critical mass' and 'how to put at work multi-pronged advocacy strategy.'

Weaving Voices, Fishing for Ideas, Shaping Words, Discovering Possibilities...

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THE LAKE PÁTZCUARO basin is located in the state of Michoacán, Mexico. For more than a half-century the natural resources, water, soil and forest in the area have been affected by the deterioration of this vital ecosystem.

Since the 1880's, there have been both governmental and local groups who have created programs and plans with two fundamental intentions: To increase socioeconomic development for the benefit of the people and to search for environmental solutions to protect the natural resources. Within the framework of these two goals there have been recommendations to promote the participation and coordination of all the people within the basin area.

In 2003, the Michoacán state government, as well as the local governments of Pátzcuaro, Quiroga, Tzintzuntzan and Eron-garícuaro, la Fundación Gonzalo Río Arronte and the Mexican Institute of Water Technology (IMTA) implemented the Program for the Environmental Recovery of the Lake Patzcuaro Basin in order to in order to reach the recovery and to initiate the viable development of the region.

One of the fundamental premises of this program stated that the only way for significant results to be achieved would be to have active participation from the local population. The Mexican Institute of Water Technology began a campaign of communication seeking consensus and to strengthen community involvement.

In this campaign two different strategies were applied. On the one hand, a cycle of information was realized, it consists on a set of communitarian meetings oriented to generate a participation informed of the direct beneficiaries of the Program. For this cycle, group media and participating methodologies were used.

On the other hand, it was carried out a campaign through local massive media (television, radio, and the press) with the purpose of present as many people as possible within the river basin the objectives, advances and results of the Program.

In this paper, the experience is summarized showing the results and scopes of this campaign, and also shows the kindness and

limitations of both strategies. Conclude that the combined use of media and methodologies of communication strengthens the processes of social participation.

Implementing a Participatory Communication Approach: Dayet Ifrah Project as a Case Study (work in progress)

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DAYET IFRAH IS a small community located in the Middle Atlas Mountains in Morocco, in the province of Ifrane. It is made up of two neighborhoods residing alongside a lake. The inhabitants are Berbers who lived in this area for many generations. The population is estimated at 1000. In the village there are one school and two mosques. Two newly built center: one for women and one for youth. No other infrastructure is there. The main source of income is agriculture, raising cattle and wheat harvesting. The inhabitants cannot use the lake for irrigation or cattle feeding because the lake water was deemed contaminated by an estimate of government officials. Only 30 % of the land the community owns is exploited. The soil quality is good. However, it is covered with stones of different sizes. Some farmers managed to clear some of their fields and started exploiting them; others have not done so yet. The level of illiteracy is very high, one of highest in the nation, with 68,5%, 55,6% for men, and 81,4% for women. Unemployment is high. Many high school and even some university graduates are unemployed. The village has access to electricity and potable water. It does not, however, have access to a phone line and cellular phone network. The community lacks motivation. Based on our observations, the patterns of thoughts and expression seem to be stagnant because new activities that might break the daily communication routines do not emerge, hence the importance of establishing and maintaining interactions with the inhabitants. The real problem the team identified was the unwillingness of the locals to do anything about their problems because they do not see the benefits of working together to solve common problems. They have faith in the local jamaa (the local council of the wise men) and skepticism vis à vis anything new, including an association that would have the legal status necessary to get them loans etc.

Dayet Ifrah community development project started in September 2004. The project adopts the participatory approach that promotes the idea that the work is done at the local level with the full participation of the local community where the change is being sought. The research team helped create a local association, helped organize many awareness campaigns on education and health, organized two medical caravans, and helped the members of the association to write up income-generating projects and apply for loans from micro-credit organizations. The main activity the research team undertook was communication, as the lack of motivation and stagnant patterns of thought seemed to us to be the obstacle to development in this community. Interpersonal communication is necessary to persuade the local population to involve themselves more closely in the process of defining problems and devising alternatives. Our goal was to disrupt the communication patterns that exist within the village's culture, and introduce new motivational concepts that communicate self-reliance, self-esteem, self-respect, and taking control over one's environment. Over the course of the project, and through the team's use of the participatory approach, the team "disturbed" the structure of the local community. For instance, the community members who took leadership roles within the association managed to gain a higher status than the community would otherwise be willing to grant them. Some of these people are young and were seen to gain more respect than their age would otherwise grant them.

N.B.: This project is still in progress and more conclusions will be drawn by the time the full paper is due.

The Use of Community Radio in Natural Disaster Management in Indonesia

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AS MEDIA THAT emerge within community, the development of community radio is not separated from the social situation of its community. The role of community radio can be seen in the real situation based on people's daily experiences since people use their own media to fulfill their need and to help them to answer their problems. The ways of community in using community radio to manage their life have created functions of each community radio.

While Indonesia has been recovering from the devastating of Aceh's Tsunami and Nias's Earthquake (2004), Java's earthquake (27 May 2006), Java's Tsunami (17 July 2006) and other natural disasters also confronted Indonesia in the following time shocked Indonesia. The position of Indonesia on the Pacific Ring of Fire, sandwich among three continent plates, and tropical region makes Indonesia has potential of various natural hazards such as earthquakes (volcanic and tectonic), volcanic eruptions, tsunamis, floods, landslides, and droughts. In disaster areas there are always a need about information, especially to evaluate their current situation, how to get aid, and how to do with it. In this context, the role of community radio in providing information to affected people is very important.

The phenomena of the use of community radio in disaster areas have raised some questions. How do people use community radio in emergency situation related to natural disaster? How do people manage functions of community radio in that situation? These main questions are my focus in examining the role of community radio as media communication of people at grassroots level in facing natural disaster. Here, various community radio stations from various regions in Indonesia are presented in some cases in order to provide descriptions about activities of people in using their radio.

This research will contribute to new knowledge about the development of grassroots level communication in Indonesia. It will contribute to the wider understanding of mass media system in Indonesia. Additionally, this research will be applicable in improving the use of community radio as a medium for people at the grassroots level in dealing with natural disasters, especially in the villages. Therefore, local communities in the villages will benefit from this research.

To deal with this topic, I examine how people at grassroots level use community radio in the context of counter-public sphere and participatory communication. Community radio has been defined by the proponents of community service approach as a forum for community to participate in the communication process. Here, the function of community radio is to serve a community by facilitating public forum which is essential for community's life.

This research is conducted as qualitative research, using various sources, such as documentation, interviews, and observations, on which I can draw as evidence for case studies (Yin 1994, chapter 4 and Gillham 2000, pp.13-14). The need to use various sources is to ensure accuracy and alternative explanations, also to improve the quality of the research (Stake cited in Tellis 1997, p.2; Denscombe 1998, pp. 83-86; Gillham 2000, pp.29-30; O'Reilly 2005, p.154).

Communication Strategies for Disaster Preparedness in Agricultural Sector in Bangladesh

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THE STUDY FOCUSES on the communication strategies, as found in an empirical study, for disaster preparedness in agricultural sector in Bangladesh. Data for this study was collected from 200 households from four Upazilas (sub-district - the lowest administrative unit in Bangladesh) of two northern districts, which are affected due to disasters (flood and drought) in almost every year. The findings of the study reveal that the highest proportion of the farmers collect information on disaster preparedness from BGO workers, friends and relatives, and UP (Union Parishad - the lowest structural unit in Bangladesh). In respect of the use of mass media, the highest proportion of the farmers opined that they receive information from the radio closely followed by television. Regarding group contact method, demonstration appeared very important. Farmers' preferences on message demand for disaster preparedness were for information on shelter and relief during flood then hourly warning for flood and information on various aspects of agriculture before flood. Farmers' demand on drought was for early warning for drought and then drought resistant varieties/ technologies, and probable diseases of animals and its remedies. Quite similar to the farmers' views, the policymakers at the headquarters level also mentioned that agricultural knowledgeable villagers followed by respected persons in the villages, and village leaders are the most accessible communication media in the villages, and interpersonal contact followed by personal localite and mass contacts are very useful for increasing farmers' knowledge. Regarding the use of mass media policymakers opined that radio followed by television and miking at the villages are the best methods for awareness about the disaster preparedness among the villagers. In respect of contacting rural women, the policymakers viewed that neighbours (i.e. interpersonal contact) followed by miking at the village, announcing messages in the local schools, and posters are the appropriate media. In order to reduce the communication constraints with rural women for disaster preparedness, the use of local female community leaders was viewed as the most important one followed by the use of local female school teachers and appointing female workers temporarily.

Participatory Communication: Creating and Sharing Knowledge

In Search of Public Engagement: When a Survey and Focus Groups Tell Different Stories

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A SURVEY CARRIED out in November 2007 indicated that four Finns out of five assumed that the power of the media has grown in recent years, and every second Finn felt that the media already have too much power. Big national media were assessed most credible, and the television was the most important news medium; however, two out of three citizens under 35 years placed internet as their number one medium. The survey suggested considerable differences in attitudes among the youth and senior citizens. The seniors were very critical about media performance, but they also valued high the media contents – especially news and docu-

mentaries. The youth were far less critical, but they did not care much about news, and in general, they seemed quite indifferent toward the media in general. They could also live without it, many assumed. Neither the seniors, working-age people nor the youth thought that they could do anything themselves to change the media behaviour. In fact, despite all criticism, people seemed fairly satisfied about the media performance.

The survey was part of a larger research project about the media, power and citizens. The results of the quantitative survey were so intriguing that a series of focus group interviews and high school student essays on the same topic – media and power – were arranged. The preliminary results of these studies give a different picture. The differences between various age groups are not as dramatic as in the survey. The groups that use much internet use mostly the media sites – they thus remain within the sphere of actualities. The most credible media tend to be regional number one papers, and locality as such is valued high among all groups; many youngsters criticise most the public service television channels. Many participants in focus groups have, after a moment of astonished confusion, started to list various potential ways of developing grassroots level media dissidence action.

In short, the variation of opinions is greater, and the people appear active and ready to carry responsibility. We come close to old contradictions between the quantitative and qualitative methods, but in fact a far more basic contradiction is touched here: if people, when approached in a more participatory manner, indicate willingness to appreciate locality, to act upon irresponsible or irrelevant media coverage, if they want to receive information and not only entertainment - why then the mediascape shows contradictory tendencies and no consistent public engagement, not to talk about public resistance can be depicted? In a society with strong enlightenment traditions in the media sphere, the media industries despite their present market oriented set-up, would probably recognise such tendencies and fairly willingly open up new avenues of participation and locality.

Engaging with media at home, as part of a collective audience, has long been regarded as a potentially collective activity. But why are there, as Nick Couldry, Sonja Livingstone and Tim Markham have also recently stated, crucial missing links between mediated public connection and opportunities for public action. The paper wants to elaborate on this.

Participation, Communication and Global Change

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THIS WORK GATHERS results from research carried out in the project Self Organized Emergent Systems and Their Social and Communicative Impact, currently underway in the National Autonomous University of Mexico. Its guiding objective is to observe the way in which participative communication can contribute in modulating and facilitating the impact of changes implied by some of the typical phenomenon of globalization, such as the creation of new social systems and protest movements, migrations, and cultural clashes.

The corresponding research is framed by the theory of self-referential and autopoietic systems, as well as by some aspects of chaos theory. The research paper includes conceptual definitions, models and references to various case studies.

The questions dealt with throughout the research paper are as follows:

In what measure can participative communication contribute to solving the social conflicts that arise from globalization? With what purposes can practices of social communication and participation at a global level be extended? Why is it that, in the context of globalization, resolving a social conflict does not entail integrating it

into the previous order but creating a new one? What role does this play in participation? The research paper emphasizes the role of participation, more than as a tool used to persuade and guarantee preconceived results, as a communicative form that facilitates cohabitation, tolerance, creativity and evolution of the social complexity.

From Sharing Creations to Sharing Knowledge?: An Explorative Study of Creative Commons in China

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FOUNDED BY STANFORD law professor Lawrence Lessig, Creative Commons (CC) is a copyright licensing scheme that enables copyright holders to grant partial rights to the public while retaining the others. Since the first release of CC 1.0 licenses in Dec., 2002, there are 43 jurisdiction-specific licenses as of January 2008, with 8 other jurisdictions in drafting process, and more countries joining the project. CC was first introduced to mainland China by a group of bloggers in 2003, but it was not until 2006 that China was officially recognized by CC as one of the jurisdictions. Some argue that since CC was initially a reaction against the over-expansion of copyright regulation in developed countries and since copyright has never been strictly enforced in China, CC loses its significance as an alternative copyright management mechanism in the Chinese context (Song, 2006). On the other hand, however, with the progress of web 2.0 technology and the proliferation of user-generated content in the Chinese cyberspace, more and more people are adopting CC licenses when publicizing their creative works online. A search of "creative commons" in Chinese through CC Search (<http://search.creativecommons.org/>) now returns more than 100,000 pages. Due to its relatively short history, it is still too early to evaluate the influence of CC China, and clashes between CC and the existing mechanisms of information flow are yet to unfold. This paper is therefore a preliminary study of the development of CC China, which shall be considered as not just an effort to establish alternative copyright regulations in an increasingly digitized China, but also an attempt of, as stated by some CC activists, "building a social movement from the bottom-up" (<http://icommmons.org/articles/what-is-icommmons>).

In this paper I will first discuss the CC initiative as a counter-movement against the over-expansion and universalisation of intellectual property rights at the global level, which is labeled by some critical legal scholars as "the second enclosure" (Boyle, 2003). While CC project is clearly inspired by the earlier Free Software Foundation's GNU General Public License (GNU GPL) and Lawrence Lessig himself is often compared to Richard Stallman, who launched the GNU project after being frustrated by the proprietary culture in the computer industry, CC is also criticized by radical copy-leftists for not having a clear enough moral and political stand as Stallman does (Berry & Moss, 2006; Elkin-Koren, 2006; Hill, 2005; Nimus, 2006). I then explain how exactly due to the ideological vagueness of CC, this initiative has been able to pick up momentum in the Chinese context. Instead of acting primarily as a counter-force against the privatization of intellectual works, CC China is first and foremost about cultivating the "rights consciousness" of Chinese people and giving individual creators (especially bloggers) a sense of controlling their own work in a communication environment that is generally controlled by both the state and the market forces. An examination of CC at both the global and the local level reveals that the strategy of this movement fits in with what W. Lance Bennett (2004) calls the "ideologically thin" form of communication in "diverse networks". The change of the Chinese translation of CC from the initial 知识分享 (creations sharing) to the now official 知识共享

(knowledge sharing) also indicates the plasticity of CC, which bears certain strengths as well as vulnerabilities from the perspective of effectively mobilizing a bottom-up social movement. I will try to illustrate through the China case that the ideological ambivalence of CC could work as a double-edged sword to both propel and hinder the movement and various conditions within the local context will also make impact on this ambitious global initiative of building a cultural commons for the future.

African Participation in a Digitally Divided World: A Case Study of eLabtronic's CoreChart Program for Community IT Uptake in Nigerian Using the Yunus' Social Business Entrepreneurship Model

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ELABTRONICS IS AN electronic design and microchip application specialist company based in Adelaide, South Australia. The company has been collaborating with educational institutions from primary to university levels in designing affordable and practical softwares for sustainable development, and has as result, won many national and industry awards for their innovation and community participation. Currently eLabtronics has two projects, one in Malawi and another in Kyrgyzstan using one of their inventions, 'Corechart' to train local farmers and their children on how to program chips for basic communication and sustainable projects like water purification.

This research investigates successful implementation strategies that could enable such IT uptake to be successfully implemented in local communities in Nigeria, especially as many foreign technology transfers to developing countries have failed because of the one-size-fits-all and top down approach in their implementation. In their work Growth and Empowerment: Making Development Happen, Stearn et al (2005) emphasise that for sustainable projects to succeed in developing countries, there needs to be an environment where people can take charge of their lives-where they are their own agents of change. In other words empowerment is the key to successful development, rather than ideologies designed and imposed externally. According to Amolo Ng'weno (2004) "It seems we are all resentful not so much of globalization per se, but that its rules have been written by foreign minds and Euro-centric perspectives, and thrust down our throats". This feeling of resentment and disempowerment calls for alternative theoretical and practical approach to community IT uptake in developing countries such as Nigeria. For example, the success of Bill Gates' new concept of "Creative Capitalism" proposed at the 2008 World Economic Forum in Davos, Switzerland can come into questioned even if all the big corporations in the world respond to his call for generous contributions towards alleviating poverty in Africa.

But on the other hand, Muhammad Yunus', founder of Grameen bank and who is also regarded as father of microeconomics, used his Social Business Entrepreneurship (SBE) model to achieve what many world philanthropies have been dreaming of by empowering the rural people of Bangladesh. So what is social business entrepreneurship? According to the Skoll Foundation (2007), it is a business whose ventures prioritize social returns on investment, i.e. improving quality of life for marginalized populations. This definition is supported by Roger L. Martin & Sally Osberg (2007) who say these people neither anticipate nor organize to create substantial financial profit for their investors or for themselves but instead, aim for value in the form of large-scale, transformational benefit that accrues either to a significant segment of society or to society at large. These definitions align very

well with what Yunus refers to as “non-loss” business model which is though, not averse to profitability, but does not foreground it in the course of investment. The research will be grounded on developmental theory using media and economic models alongside social business theories to argue for an adaptive approach in the eLabtronics Corechart project in Nigeria.

The Role of the PR Department in Organizational Change Processes – To What Extent Does it Participate in Communication Planning

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ALL ORGANIZATIONAL CHANGES – no matter if the reason is to enter a new market, to make the organization more efficient or similar – involve communication with stakeholders. Communication always occurs in one way or another during an organizational change, otherwise the change would not be possible. But the quality of the communication varies a great deal and this has an impact on the success of the change.

The focus of this paper is the strategic work of the PR department during change processes in three different organizations. The paper presents results from the research project, “Communication in Change Processes”. The overall objective of the research project has been to study communication in three organizations: AstraZeneca, E.ON and SCA and to define common problem areas and best practices that can contribute to new knowledge regarding change communication. The project consists of various studies, each with a central aspect of communication processes, where the PR departments’ strategic work with internal communication during changes is one study. This paper includes a theoretical discussion of the theories and models available for strategic work with internal communication during change processes as well as a description and analysis of the work of each of the participating companies’ PR departments during a particular organizational change. The results show that although there are available theories and models, however often from cognate fields, only one of the three organizations is using them to work strategically. It also shows the value of this research project, i.e. there is a need for new knowledge in the area and for theories and models specifically developed for this field. The results also show that in order for an organizational change to be successful a communication strategy is essential and the PR department needs to work close to the business, as an internal consultant.

How to Establish Public Consensus for Social Conflicts: An Application of Self Persuasion Theory

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THIS STUDY’S PURPOSE is to devise an effective way to establish public consensus for social conflicts, from the perspective of participative communication and self persuasion. Engineering public consensus based on voluntary participation in public discussion is the most important, albeit difficult, method to resolve social conflicts. Positive communication strategies, such as group discussions, public hearings, task force teams, committees for conflict resolution and participative decision-making, are those which motivate and encourage public participation in the processes of decision making for social conflicts, so as cooperatively to engender productive consequences. Positive communication strategies are supposed to trigger a self-persuasion mechanism

process. Even with its importance, the effects and efficiency of positive communication strategies have been underestimated and underutilized by public relations practitioners. Participating in discussions requires participants to articulate positive features of the discussion object and managerial policies to which they were initially opposed; this is the so-called counter-attitudinal advocacy, in which the self-persuasion process occurs. Self-persuasion is self-induced changes in attitudes. Attitude and behavior changes as a result of self-persuasion can be preferred by public relations professionals as desirable for building public consensus about social conflicts. This study presupposes that self persuasion is the most effective and strongest motivator for attitude changes about social issues. With its usefulness, research focusing on the effectiveness of self-persuasion from the point of the participative paradigm has rarely been done by public relations scholars and practitioners. This study examines the effects of self persuasion on social conflict resolution, by focusing on counter-attitudinal advocacy participation. Counter-attitudinal advocacy has been executed mostly by role-playing experiment. An experiment with a 3 (influence technique: no influence, passive exposure, and role-playing) x 2 (levels of initial attitude salience: low and high) x 2 (issue importance: low and high) mixed ANOVA design with random assignment was planned. The results indicate that participation in a task force team project (i.e., role-playing technique) is a more effective persuasion tool for attitude change than is mere exposure to the messages and no influence. Regardless of the issue, participation in the task force team project where subjects were asked to think about the issue from their own perspective and that of the opposites, and to suggest alternatives for conflict resolution, showed more attitude changes in levels of knowledge, understanding, acknowledgement, and acceptance. Results indicated no statistically significant attitude salience effect on attitude change. Meanwhile, attitude change was greater when exposed to an issue with low importance than to an issue with high importance. This result provides a useful excuse for motivating opinion leaders or an aware public to be involved in role-playing strategies such as used in this study. Public relations strategies utilizing role-playing technique can be applied to small groups like opinion leaders or an aware public who have a high knowledge level but with low involvement in social issues. Although an aware public has low involvement in the issue, once they participate in the program with role-playing technique, their attitudes may change without strong resistance.

Organizing Democratic Participatory Community Radio: Lessons from Sri Lanka

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THEORISTS OF MASS media and democracy saw Community Radio as an ideal example for democratic participatory communication. Genuine Community Radio station has to be based on community participation. This community participation expands until the programmes by the community, managed by the community and owned by the community. Though more than two decades have past since the first community radio station was established in South Asia in Sri Lanka, the community participation for the Community Radio is limited in Sri Lanka. However, there are three so-called community radio stations under the state owned Sri Lanka Broadcasting Corporation (SLBC) in Sri Lanka with considerable success up to now – Mahaweli community radio (MCR) established in 1986, Kothmale community radio (KCR) established in 1988 and Uva community radio (UCR) established in 2003. These three stations were developed with the foreign aids and designed to engage in grass-roots communities. These are not a radio station owned and run by the community since these com-

munity radio stations are managed under the state owned SLBC. Meanwhile Uva Community Radio provides an ideal evidence of realities faced when establishing effective grass-roots community radio for participatory democracy. This study investigated the community participation for the Uva Community Radio (2001-2003) in Sri Lanka. The Uva community radio, which widely concerns community involvement in planning, producing and presenting programs, is also jointly run by the Uva provincial council (a local government body) and the SLBC. The paper identified ideological constellations, political influences and legal and structural issues that have shaped Sri Lankan Community broadcasting sector, in particularly with the Uva Community Radio. The case study was developed through focus group discussions, participatory observations, in-depth interviews and critical analysis of documentary evidence. The findings of the study indicated that the biggest Sri Lankan electronic media networks which belong to the government. On the other hand, the electronic media owned by the private sector is shared among a few Colombo capital centered business families. When analyzed thoroughly, it showed that the "idea market", "ideology" and the "culture" of Sri Lanka are under the monopoly of a few capital-centered elite families who owned electronic media. The mechanism used to select the suitable person in order to issue the license for radio and television channels are extremely clandestine. Subsequently, the modern characteristics of Community Radio cannot be seen in Sri Lankan broadcasting sector. Regulations and management of Community Radio in Sri Lanka remains heavily politicized. Laws and regulations for the operation of community radio are distorted by continuing unhealthy relations between broadcasting and politics. Uva Community Radio case study showed that Sri Lankan Community Radio sector is being challenged by politicization, commercialization and marginalization. Based on the study results it is argued that the realities and issues of Community Radio in Sri Lanka in the absence of national media policy have a long-term effect on the media.

ories focused on the individual, which is not applicable in developing societies where the focus is more on the community (Freimuth, 1992; Melkote, Muppidi & Goswami, 2000; Schutte, 2004). This criticism is in accordance with the shift from modernisation to participatory approaches to address developmental issues in general (Melkote, 2004).

It thus followed that the focus should be more on participation and community involvement, empowerment, the community rather than the individual and sensitivity for cultural issues. This implied a greater emphasis on interpersonal communication. The use of organisations (c.f. Stephans, Rimal & Flora, 2004) as distributors of information as well as peer group education (c.f. Campbell & McPhail, 2002), are some of the strategies used to explore more participatory approaches. The organisational environment is exceptionally suitable to peer education due to the opportunity for interpersonal contact and feedback. Within this context various, governmental, for-profit and non-profit organisations embarked on HIV/Aids programmes.

- Against this background this paper will investigate the appropriateness of four selected organisations' HIV/Aids programmes. To achieve this, the following research questions will be addressed:
- What do organisations' HIV/Aids programmes typically entail?
- To what extent do these programmes confirm to the norm of participatory communication?

What are the perceptions of employees and / or community members who are involved in the organisations' HIV/Aids programmes?

Semi-structured interviews were conducted with the HIV/Aids coordinators of the particular organisations to ascertain what their programmes entail. Focus group discussions were held with the employees and community members of the organisations to determine their perceptions of the HIV/Aids programmes.

Preliminary results indicated that the employees and / or community members were very satisfied with the specific programmes and identified the organisation as the most important source of information regarding HIV/Aids. However, it was also apparent that some of the employees / community members were still ignorant regarding crucial facts on HIV/Aids.

Participatory Health Communication and Change

Organisations as Change-Agents in HIV/AIDS Programmes: Perceptions of Employees and / or Community Members

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HIV AND AIDS is a world-wide phenomenon, but statistics indicate that HIV and Aids is particularly a problem of developing societies. This could mainly be ascribed to the fact that HIV and Aids is more than a medical problem, but is also influenced by other factors (e.g. sociological, economical and cultural) indigenous to developing regions.

After more than a decade of attempts to address the HIV and Aids pandemic, it became apparent that the traditional communication strategies were not as successful in the developing world as anticipated. These strategies are mainly informed by the health belief model (HBM), theory of reasoned action, social learning/cognitive theory, diffusion of innovation and social marketing (cf. Freimuth, 1992; Airhihenbuwa & Obregon, 2000; Melkote, Muppidi & Goswami, 2000; Dutta-Bergman, 2005).

The main criticism lodged against these theories is the assumption that individuals are rational thinkers. However, when it comes to emotional issues, such as HIV/Aids and sexual behaviour, it seems as if rational choice theories are not appropriate predictors of behaviour in developing regions. Furthermore these the-

Retrospective Analysis: Global AIDS Interfaith Alliance and Community Building in Malawi, Africa

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BACKGROUND/SIGNIFICANCE

Global AIDS Interfaith Alliance (GAIA) is a non governmental organization (NGO) that was founded in 2000 by Rev. William Rankin, PhD and Charles Wilson, MD, MSHA in response to the devastation of HIV/AIDS in Africa. GAIA began its work through religious organizations to provide HIV prevention and care. Primarily, GAIA's work is in Malawi, Africa where the average life expectancy is 41 for males and 42 for females (UNAIDS).

GAIA's commitment began with supporting communities to address their own needs, an acknowledgment of the larger social context of poverty, the lack of educational opportunities and the disempowered status of women. This was followed by practical application that included funding for community initiated and community planned projects and the subsequent development of a village intervention strategy that empowers village women to lead community efforts in HIV prevention and care. GAIA supports the community's autonomy in decision making which is an acknowledgment that health issues are community situated rather than the responsibility of individuals. There is a tension between notions of market justice and social justice that is reflected in indi-

vidual versus community health respectively (Minkler, 2006). GAIA's work aligns with social justice rather than market justice because of its focus, support and empowerment of communities.

PURPOSE/AIMS

The purpose of this retrospective analysis is to understand how one non-governmental organization (NGO) established trust in Malawi to address the ravages of HIV/AIDS.

METHODS

Semi-structured interviews of GAIA staff, volunteers and partners were conducted along with observation, informal conversations, analysis of documents and an unpublished evaluation of a micro loan project. Data was analyzed utilizing qualitative methods and Atlas.ti software. Cogent themes were analyzed and feedback from colleagues and GAIA staff was obtained to help ensure accuracy of findings.

FINDINGS

GAIA uses a strength-based approach that emphasizes collaboration strategies in Malawi as opposed to a social action conflict-based model. Both need-based and strength-based approaches are utilized in GAIA's work in communities; however, the needs are determined by the community rather than the organization. Women are seen as the key to reducing the incidence and effects of HIV/AIDS in Malawi and a major thrust of GAIA interventions is aimed at improving women's socioeconomic status.

CONCLUSION

Due to GAIA's work in Malawian villages, the number of individuals tested for HIV increased from 500 people per year to 200 to 500 people tested per month. Over 1400 orphans have received basis support such a food, clothing and school supplies, over 1000 home-based patients have been cared for, and more than 11,000 people have gone for HIV testing. The main lesson that GAIA learned by working with the Malawians supports much of what the literature states about community building and organizing. One interviewee summed this up stating, "Unless the community really is behind it and wants to take part, that organization won't get off the ground."

Sonagachi Project: Applying Principles of Development Communication and Participation to a Community Based Intervention among Sex Workers

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THE REALM OF development communication has evolved considerably with the current emphasis being on participation. Participation is noted to generate agency among disempowered groups by rendering them active facilitators in the process of development. The objective of the current paper is to utilize the theoretical attributes of participation based development communication to analyze a particular health intervention project. The project in consideration is a HIV/AIDS intervention program undertaken in a red light district of Calcutta, India and is referred to as the Sonagachi Project. The Sonagachi Project started in 1991 to ascertain and arrest the incidence of sexually transmitted diseases (STDs) and HIV/AIDS among sex workers in and around the Sonagachi district in Calcutta. The Sonagachi Project involves participation based communication intervention that is undertaken at three concurrent levels – community, group and individual. A vital aspect of the Sonagachi Project is its initiative of re-articulation of issues related to sex work – including the status of sex work itself – and stressing the right of sex workers to avail material resources and

opportunities. The peer outreach model of the project involves the mobilization of sex workers as opinion leaders and purveyors of the project. One of the outcomes of the project is the attainment of healthcare facilities for the sex workers and their children, and also creation of literacy programs and vocational training centers for the latter. The project also resulted in the sex workers unionizing and forming their own provident fund and micro-credit societies. The current paper endeavors to elaborate the theoretical presumptions of participation based development communication, and tries to explore the extent to which the Sonagachi Project subscribes to the said notions. Dominant paradigms of development such as modernization theory are analyzed to understand their relevance in the Sonagachi Project. The paper also looks into Freirian notions of development to examine the dialogue initiated by the sex workers with their peers to disseminate awareness information about reproductive health. In addition the paper tries to assess whether the Sonagachi Project conforms to the notions of empowerment communication – a new and specialized form of development communication approach. Empowerment communication has its theoretical framework based in participatory and development communication but is specifically geared towards fostering research agendas that facilitate social transformation and justice. Empowerment communication, with its emphasis on power differentials, potentially offers analytical means of addressing structural inequalities in groups that historically have been marginalized. The current paper proposes to explore the attributes of empowerment communication and analyze whether the Sonagachi Project conforms to the discourse of the said variety of communication.

Communication Planning Activities and Interventions

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BACKGROUND: SINCE 1992, the Zambian health reforms have promoted community participation as a means to bring about "equity of access to cost-effective quality health care as close to the family as possible". The health system was decentralized, financing reforms introduced, structures for participation created and guidelines for participation in planning and budgeting for primary health care developed and disseminated. The latter was an annual exercise around which different stakeholders were expected to plan and budget in such a manner that the few resources available could bring about the best possible outcomes in an equitable manner. Participation in planning and budgeting for primary health care was thought of as the centre piece of the policy on community participation in health. Planning and budgeting is thought to be a fair and rational way of distributing resources among competing needs in any situation.

Problems: However, the implementation of the policy on community participation in health was far from being fully realised. The planning and budgeting process was understood differently by stakeholders and implemented for different purposes, with power employed to "power over" community stakeholders, thereby weakening their participation and making it difficult to achieve intended goals. This approach also resulted in poor communication and mistrust between stakeholders. In addition, health workers felt justified to 'block' communities from taking part, using the arguments that they did not understand health issues as well as how to plan for them.

Intervention: An intervention was planned and implemented by the Centre for Health, Science and Social Research (CHESORE) to address these problems, using the equity gauge approach, coupled with the use of PRA approaches adapted to local socio-cultural context. Joint teams of health workers and community stakeholders in 3 districts were created and later ori-

ented in concepts of power and decision-making, in addition to being provided with communication skills to effectively engage their communities in meaningful dialogue over health and health care services. PRA skills were developed and modified to address the power and communication bottlenecks identified during earlier fieldwork activities. Innovative approaches were employed to enable communities undertake participatory assessment of their communities and priority health needs, using the three-pillar equity gauge, combining advocacy, public participation and monitoring/measurement. The goal was to advocate for greater community participation in planning and implementing health programmes.

Outcomes: After 18 months of work, the results are showing that communication between communities and the health system stakeholders is now improved, trust is being restored, and interpersonal relations are increasingly shifting to that of "power with" rather than "power over" other stakeholders. In addition, health workers are now convinced that there is more they can learn from their communities, and that efforts to side-line communities in planning and implementation of programmes are ultimately counter-productive.

Can Communication Create Change? The Lessons Learned from Anti-Smoking Movement in Thailand

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THAILAND IS ONE of the leading countries that get a global recognition in terms of its success in the anti-smoking policy. In essence, communication activities have been acting as a strong component of the anti-smoking policy.

In order to understand the role of communication in creating sustainable change, the researcher-as a communication consultant of the policy team-has applied participatory communication methodology and conducted a number of participatory observation activities during 2005-2007 as well as the in depth interviewing with the key stakeholders.

The results from the research indicate a "communication formula": C4C = 5As + 5Ss. This formula indicated that communication for change can occur, if we focus on Active context, Awareness, Assistance, Action-oriented, and Associate-system management, while we are concerning of create a series of messages, which are distinctive in Sharing, Symbol, Shared Meaning, Support, and Synchronizing.

Media and Education for Health: Do Media Reports on Modern Diseases Contribute to Lessen Global Divides?

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SOME STUDIES IN the field of communication sciences have already tried, in a certain way, to prove the thesis according to which media agenda influences the subjects considered of importance to society. Studies are also known demonstrating that public has a particular and frequent interest concerning health issues. To study the place of health in media is a task which assumes that mass media should carry out a certain function of information and consciousness of the public for certain diseases.

Considering in an initial phase only the journalistic discourse of some newspapers, what we pretend with our research is to understand how, when and why media report on health subjects. The project we are currently developing aspires to analyse how

diverse health issues are in the limelight of printed mass media.

A restricted number of diseases will be considered in this first study, which will be equally focused on a limited group of papers. Two different types of diseases were selected for observation: 1) tuberculosis, a disease commonly connoted with underdeveloped countries but with a considerable incidence in Portugal. Behind this look is also a certain curiosity about the eventual increase of news on that disease due to the appointment of Jorge Sampaio, ex-President of Portugal, as "First Special Envoy to Stop Tuberculosis" of United Nations Organization; 2) diabetes, obesity, anorexia and bulimia, perturbations specially related to modern ways of life in developed countries.

Considering the period between January of 2005 and the present day, this project aims to discuss the news values on these kinds of issues, to identify the information sources and to understand how printed media report on international days of these diseases. In terms of results, we hope to construct an analytical frame to study information sources and news values. This paper aims 1) to discuss the role of media concerning information and consciousness of citizens to these maladies and 2) to move for a more efficient relationship between professionals of health and professionals of communication.

ICTs for Participatory Development

New Technologies in Aid of Africa's Socioeconomic Development

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WHEN OPPONENTS OF new communication technologies challenge public promotion of the uptake of new technologies in Africa in preference for provision of basic needs of the people, they tend to argue that new technologies cannot help to reduce or overcome poverty or, for that matter, that the technologies lack the capacity to empower people to improve their socioeconomic conditions. But research evidence in the literature and in various parts of Africa and Southeast Asia shows that access to new technologies such as mobile phones and the Internet are making a huge difference in the lives of rural and urban dwellers.

This paper argues that new technologies in Africa, in particular telecommunications services are the engines that drive social and economic development in Africa at the micro and macro levels. Using telecommunications services as an example, Morris and Stavrou (1993: 531) showed, in a series of surveys of telecommunications needs in black shantytowns of South Africa, that "increased access to telephones in underdeveloped areas leads to improved levels in the quality of life of those communities". Underlining the importance of telecommunications services in rural areas of South Africa, Morris and Stavrou (1993: 531) argued that "not only can the successful transmission of information via an effective telecommunications network significantly improve the quality of life for people at the micro or community level, but it can also stimulate and facilitate the macro development process generally".

On a similar note, Pitroda (1993: 79) makes the point that, "When telecommunications comes to the Third World, it brings with it new economic activity, new higher-paying jobs for parents, and new technologies that reduce the utility of unskilled child labor". Citing India as an example, Pitroda (1993: 79) states that many villages in India "bear witness to telecommunications' electrifying effect on entrepreneurialism, employment, and the overall standard of living".

Hudson (2006: 12) notes that: "Examples of the contribution of telecommunications to effectiveness include distance education, where real-time instruction and tutorials are more effective than

simply requiring students to study correspondence materials, and telemedicine, where information about the patient transmitted electronically can help distant specialists to diagnose conditions and recommend treatment. ICTs contribute to equity by enabling the disadvantaged, including the poor, isolated rural people, and the disabled, to obtain information that would otherwise be very difficult or impossible to access."

Cyber Extension Changing the Face of Agriculture in India

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ACCESS OF INFORMATION and improved communication is crucial requirement of sustainable development. Modern communication technologies is when applied to condition in Rural area can help in improving communication, increase participation, disseminate information and share knowledge and skills. It is being said cyber extension would be the major form of technology dissemination in near future. Improved communication and information access is directly related to social and economic development. However it is observed that Rural population in India still have difficulty in accessing crucial information in forms they can understand in order to make timely decisions. There is a concern that gap between information rich and information poor is getting wider. New information and communication technologies are generating possibilities to solve problems of Rural poverty, inequality, and giving an opportunity to bridge gap between information rich and information poor and support sustainable development in Rural and Agricultural Communities. However remote rural communities still lack basic communication infrastructure? The challenge is not only to improve the accessibility of communication technology to the rural population but also to improve the relevance of information to local development. The Internet is emerging as a tool with potential to contribute to rural development.

Internet enables rural communities to receive information and assistance from other development organization, offers opportunities for two-way and horizontal communication and for opening up communication channels for rural communities and development organizations.

In this paper cyber extension approach to Indian Agriculture has been discussed systematically, and how it is changing the face of Indian Agriculture.

In India need of Agriculture are much more than one gets out of this proposal of so called project. To sustain self-sufficiency in food, it is essential that farming society becomes most wired society. One should be able to really project that by year 2008 any farmer in a remote village can one demand get the following information by accessing hierarchy of information basis.

1. Cropping strategy for farmers field based on integrated information on soil, weather, fertilizer and pest management models.
2. Prevailing prices of various farm equipment and product and series of such set of information, which can lead to most efficient yield and optimum cost benefit to the farmers.
3. How and where to get proper seed for nursery plants.
1. India would like an ideal situation the following to happen.
 - i) An Agriculture information centre in each village.
 - ii) Interactive exchange of information for planning and day to day operation by farmers.
 - iii) Availability of all extension services on demand.

A salient revolution is taking place in the communication system in Rural India. The national Institute of Agriculture Extension Management MANAGE Hyderabad has taken up a number of Cyber Extension initiatives across the country. District level websites are being hosted, information Kiosks are being established at Block/

Mandal and Village level and technical and other need based information is being collected, digitized and hosted on internet.

The Use of ICT in Recruitment and Retention of Blood Donors in Egypt

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FOLLOWING THE OVER rated media coverage and misinformation about blood bags in Egypt last year, there was a drop of up to 70% in numbers of blood donors in Egypt. Blood transfusion is indispensable to many patients ranging from chronic anemia to hit and run car accidents. So far there are no alternatives to blood or blood components. Therefore there is a vital need for public awareness and engagement on blood donation and blood transfusion issues.

The World Health Organization classified blood donors into 3 categories; the voluntary type, family replacement and paid blood donors. The international organization recommends the regular voluntary non remunerated blood donor [VNR] as the most favorable for safe blood supply.

The voluntary non remunerated blood donation, according to the WHO, is the ideal type of blood donation. Out of his free will and solely for the purpose of helping a patient out, the voluntary blood donor gives blood. In contrast, family replacement, obligatory and paid blood donations pose increased risk to the patients. In each of the previous types the blood donor is enforced one way or another to give blood. Either out of family obligation (a dying father/mother) or forced by authorities in return for a service (issue of a driving license) in case of obligatory donation or out of monetary need in case of paid donation. They all have motives to hide vital information about their medical history which could eventually compromise the type of blood given to the patients.

To recruit this type of donors social marketing campaigns are needed to convey the right health communication messages, spread awareness, create involvement and motivate the targeted audiences to donate.

After reviewing the literature, there is an increasing demand, worldwide, for ICT usage in the health sector specifically in the developing world. Many examples were successful in promoting health services among which is the recruitment and retention of blood donors. In the area of blood donation and recruitment, new ICT can be used effectively to acquire and retain voluntary non remunerated blood donors in Egypt.

This paper examines the effectiveness of blood donation recruitment campaigns among University students in Cairo. It investigates different forms of ICT and how effectively they can be used to reach prospective voluntary blood donors. In addition, the study assesses the effectiveness of the Egyptian National Transfusion Service [NBTS] in reaching prospective donors.

There were interviews with two key persons in the National Blood Recruitment and Retention program, followed by a survey based on non random convenience sample from three major Carian universities namely; Cairo, Ain Shams and the American Universities.

A preliminary study was conducted last spring. It involved only AUC students. The results showed that the participants were not exposed to enough blood donation messages; nevertheless, they showed keenness to become voluntary non remunerated blood donors. In addition, that majority of the respondents perceived satellite TV as the best communication tool to propagate the message of blood donation, followed by FM radio then interpersonal communications.

Women Empowerment and Poverty Reduction through Mobile Phone: Bangladesh Perspective

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THE VILLAGE PHONE Operators among 35 millions of mobile phone users has changed the face of 112 millions rural people in Bangladesh through setting up the social equilibrium, empowerment of the marginal class, particularly the women, the kinship networks, improving the law and order situation and catastrophic management. By using the mobile phone, people are now able to meet the market's demand and supply it with proper goods in a fair price. Instead of trusting middlemen, users can find out prices themselves. Mobile phone improved the law and order situation in an anarchic society, since they could report burglary and theft more easily to the law enforcers and is also a very useful tool during disasters enabling people to keep constant contact relatives and help administration face catastrophe in disaster-prone areas. Besides, about 3 million Bangladeshis working and living abroad to support the family financially has the opportunity to keep contact directly with their family members including wives and children, still living in Bangladesh. Husband can make safe transactions of his income to Bangladesh, without being dependent on middlemen. Since most people in rural areas are illiterate they need help to write letters, but the use of mobile phone makes it easier to keep contact with their husband and others. They, most often, use cell phones to keep contact with far away family members and also they can relatives and make transactions in privacy. This paper explores how the Village Phone Operators contribute in eradicating their poverty to the context of the development communication tools that occurs through extensive interviews among villagers and operators in rural Bangladesh.

Multiple Methodologies in ICT Research: An Integrated Approach

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THERE IS A lack of rigor in theoretical and methodological understanding in the burgeoning field of information and communication technology for development (ICT4D). This may arise as a consequence of the field being overly optimistic, biased by a Western historical basis, and reliant on multiple disciplines. Indeed, participants at the 2007 PAN-IDRC workshop concluded that "too many presentations remained poor, with a lack of theoretical and empirical underpinnings."

There is a need for research to be conducted that is scientific, replicable, and generalizable to a broader context. ICT4D research is complex, rarely utilises one method of data collection; yet is characterized by a reliance on anecdotal case studies. There is a lack of agreement in the literature with regard to a canon for methodology, and consequently a guide to best practices in research fieldwork.

This leads to a gap in bridging research methodologies to the practical aspect of conducting and analysing field research. The role of research in this process of development cannot remain content with its current function as a receptacle for case-studies. This paper seeks to move ICT4D research methodology beyond anecdotal evidence, and develop a practical research framework to aid practitioners. There is a clear need for self-reflexivity, in order to ensure that ICT4D research can continue fulfilling its philosophical aims of being "action-oriented" – contributing to project sustainability.

Approaching the project from a communications perspective, we examine the Aceh Besar Midwives Mobile-Phone project, which assesses whether mobile phones can be used as an effective tool for improving maternal healthcare in rural Indonesia. The two broad goals of the project were: (a) improving midwifery skills by allowing the rural midwife to consult with midwife coordinators and doctors using voice communication, and (b) improving maternal health data by developing an SMS system that allows midwives to upload critical health information to a database.

The multi-methodological research project involved 224 midwives in Banda Aceh district of Indonesia. The quantitative investigation involved three waves of surveys to two groups of midwives: the control group (101), and the test group (123). The qualitative analysis involved focus group discussions (64) and in-depth interviews (42) with the various stakeholders involved in the project, including midwives, field personnel, midwife coordinators and researchers.

The paper undertakes a comparative analysis of the best practices from the ICT for Health (ICT4H) literature. We then examine and critique the project's integrated approach to conducting multiple methodological research in the field.

We develop a framework for conducting multi-methodological fieldwork, and assess the midwife project against these standards, testing the rigour of the framework against a real case study. The paper finally discusses the analytical rigour required and barriers encountered with using a multi-methodological framework.

Youth Engaged by ICTs for Social Change and Development: Participation as Empowerment and Manipulation

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SINCE THE 1970S, participation has been a key concept in development initiatives and state-funded projects of social change worldwide. In recent years, the interactive potential of ICTs has nourished optimistic (at times enthusiastic) expectations regarding their usefulness as tools of participatory involvement. Institutional actors from abroad and within, encompassing bi-lateral and multi-lateral donor agencies, NGOs, social movements and state agencies, are by now increasingly engaged in the practical exploration of the potential of ICT-for-development (ICT4D); so especially in the fields of health care, education, vocational training, environmental preservation, good governance, rural development and micro business encouragement.

The seeming 'ease' with which young people embrace ICTs and the obvious extent of user-generated content contributed by youth has further underwritten this prospect. With regard to the Global South's fast growing generation of young people already living or in the process of migrating to the continent's urban centres, the mentioned hopes and expectations in ICT4D are conceptualized in attempts to think developmental theories, cultural analysis and communicative practices together in the theories of e-health, e-learning, e-participation and the like.

My paper will challenge some of the technology- and media-centric understandings of these claims and outline a more contextualized understanding of ICT-facilitated processes of participation. The outlined digital turn in development communication, as practice and communicative-cultural theory, gives reason to do media-ethnographic research in the contextual conditions for processes of ICT-supported, communicative participation of youth in developmental initiatives and civil society-driven processes of modernisation, human development and social change.

In my paper, I will explore and seek to identify some of the specific conditions for a transformation of ICT's interactive and decentralised potential into concrete processes of participatory engage-

ment. That is, I will seek to explore - by a number of empirical qualitative case studies - under which social and organisational-structural conditions it is possible to involve the target group of specific (groups of) young people as recipients and co-producers of the communicative interactions crucial for the development efforts directed at them.

Of key theoretical importance are further more attempts at mapping of different 'types' and 'qualities' of active participation spanning from more consumption-based practices of sharing mediated experience and information to collective forms of ICT-supported social mobilisations. In empirical terms, my arguments are substantiated by preliminary findings from a field study in Recife, Brazil in March and April 2008.

Participatory Communication: Elections and Communication Rights

Communication that Wins Rural Votes: A Comparative Study of Political Communication Strategies Employed by Zanu-PF and the MDC in Zimbabwe's National Elections Since 2000

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COLONIAL ADMINISTRATIONS HAVE been credited with introducing modern media of mass communication (newspapers, radio and television), on the African continent, which served limited communication needs of embryonic urban centers but ignoring those of the vast majority of Africans living in the countryside. Their urban-centric policies etched structural divides between rural and urban settlements which independence governments have done very little to bridge. The result, a dualism that cuts across all spheres, the economic, social, political, so that for every urban structure, institution or system there is a rural equivalent that often runs parallel to and disarticulates with the urban one. This duality seems much more evident in the information economies of the rural and urban sectors. Taking the case of Zimbabwe, it is my thesis that mass media based approaches to political communication during campaign periods, have questionable influence on actual voting patterns particularly in rural areas. Julie Fredrikse (1982) was probably correct about the media situation in Zimbabwe when she remarked about Zimbabwe's rural population that:

They had a means of communication of their own, which they had never conceived of as 'media', yet the message they received and communicated had a power and a relevance that the mass media never matched.

This paper considers the rural information and communication ecology as a self-contained system, a time tested system on which community life is sustained in perpetuity. This system based on a philosophy of unhu/ubuntu views information and communication as both a priceless community good and a ritual which cannot be privately appropriated or exchanged for money. It contends that a political party's performance as measured by its electoral results in the rural constituencies in the 200, 2002 and 2005 national elections does have a bearing to its overall communication strategies. Zanu-PF has consistently won in rural Mashonaland areas and generally lost to the MDC in Mashonaland Urban. The ethnicity factor alone cannot fully account for the voting patterns since in Matebeleland no significant differences were noted in the way urban and rural constituencies voted over the period under review. The author situates the little researched face-to-face conversation at the center of the rural community's self-recre-

ation and self-preservation and also definitive of their political behaviour. The media policies, which some scholars have described as draconian and repressive, enacted by the Zanu-PF government after the watershed elections of 2000 mainly affect the media dependent urban population and are of little relevance to the communication system in rural areas. These laws bring into high relief the disarticulations between the rural and urban modalities of communication, rendering impossible any attempts at making the systems talk to each other – the urban media, superior technology based, diversified and globally connected, the rural system, technology poor but effective to purpose, highly insulated from external influence and oriented to the local. Finally, the paper considers the kinds of questions political communication strategists attempting to reach and influence the rural electorate need to ask in order to attune their campaign strategies to communication exigencies obtaining in rural Zimbabwe.

Al-Jazeera's Coverage of the Moroccan Election 2007²

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THIS RESEARCH SEEKS to define and analyze various aspects of Al-Jazeera's coverage of the 2007 parliamentary election in Morocco as it appeared in its Arabic website. The analysis quantifies and evaluates 35 editorial items that appeared on the website during 40 days, commencing two weeks before the official announcement of the election campaign and ending several days after the election.

The study attempts to examine how the website covered this election by application of a number of methodologies, including data coding, close reading of stories and trend analysis. The outcome provides an overview of the website's method of operation in covering the election campaign: its content priorities, volume of material, use of sources, treatment of party leaders, and many other facets of coverage. While qualities such as balance, accuracy and objectivity are defined and verified, the analysis located no evidence of any direct, systematic and deliberate partiality or favouritism on the part of journalists and editors. Indeed, Al-Jazeera seems to have approached its tasks in accordance with accepted journalistic standards and practice. The framing of election campaign has major implications for the nature of the messages that Al-Jazeera sends to the public. Al-Jazeera is not a national news media, yet it has become integral to election campaigns as conduits for information. In return, Al-Jazeera reserves the right to tell stories and interpret the campaign in whatever ways it sees fit. By covering Moroccan election 2007, Al-Jazeera thus provides adequate coverage of a key democratic institution but at the same time has a vested interest in talking up its most conjectural and conflicting aspects to maximise appeal to readers.

Democracy and Participacion: The Fight Between Journalists and Politicians in the Catalan Public Media

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IN THE CONTEXT of participative democracies, the communication media are a dispute tool in electoral campaigns. In Catalonia (Spanish community with an own political organization) public broadcasting media have to legally response to the aims of plurality and independence. They are living a crisis in each electoral campaign because they are the scenario of the confrontation

between journalistic and political class. Some academic and citizens voices have already denounced that this situation will suppose a restraint on civic and electoral participation.

The conception that Spanish political class has about the control of the public broadcasting media and the equivalence between information and propaganda that imposes is in the background. The communication starts from verifying that for five years (seven electoral campaigns, including local, autonomic, national and European elections), Catalan public broadcasting journalists protest during the electoral campaign coverage. They are compelled, appealing to Spanish electoral law, to follow strictly the results obtained in the last election (reproduced in Catalan Parliament representation or in the regulatory council of each broadcasting public media) to dedicate a precise order and time to the informations pieces of the coverage campaign magazine in the news.

The protest is executed not assuming authorship (in the case of television not appearing, so, not signing not stand ups) and explaining – each day – because they do. The research objective has been to diagnose the process, to evaluate it focusing on if it can affect political participation discrediting political class, and journalistic indeed, because of the reiterative character of the day-to-day protest. The text will analyze professional role in this conflict, as well as parties behaviour, the function of the electoral law regulatory board and the initiatives of some professional organizations and institutions around this problem.

In a moment that Spanish society starts to be concerned about the phenomenon so called political disaffection, and the withdrawal from participation that it promotes, is necessary to turn to communication field. And the fact that specially on the field of public communication exists that fight between journalistic and political class from five years onwards is not a good expectation to combat disaffection.

From the participation communication theory (related with media effect), some authors have discussed what is the role of media in the generation of social capital and civic engagement. Some of them have empirically shown the benefits of political information consume on civic and political participation. This paper states on this theoretical sphere and establish a basis of what kind of fight confronts politicians and journalists on the scene of broadcasting media that could away citizenship from information products. It will be need to analyze it to search solutions and study new negotiation forms between social actors. So, is assumed that this conflict can contribute to political cynicism and to resolve it would avoid media malaise or increase the necessary confidence in political establishment and public media.

Influence on Information, Opinions, Political Agendas, Student Participation in Mexico's Electoral Transition

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END RESULTS OF a study started in August 2007 throw light on the relationship between student participation in the UNAM (Mexico's Autonomous University) and the presidential elections in Mexico, last year. This participation political analysis six years after the democratic transition, identifies direct and indirect influences and their correlation between public opinion, electoral vitality and political response. The end result validates determining factors on public suffrage. Key exploring questions include: what underlying structural thought-patterns and beliefs trigger student political participation, and what impact they have on electoral outcome.

Cross-study analysis between mass media and their role on public opinion, with student political adhesion and active participation are evaluated to explore their inherent impact on political

outcome. These results are compared to national polls, to identify the determining role of student population on public suffrage.

Although individual votes do not determine political culture or the democratic nature of a political system, they effect direct influence on public suffrage, creating a 'critical mass' on social belief systems. Thus, student electoral participation could be considered 'insufficient', but never 'irrelevant'. Their input may rather have a catalyst effect on social awareness, renewing public consciousness.

The study group is framed around Mexico's National Autonomous University's character of being a public and free institution for higher education. Although, homogeneous by nature, samples include the diversity found in its universal mosaic, validating it as a micro-universe to identify parallel variables in Mexico, as a whole.

Social variables explored include: knowledge, attitudes and conduct (KAP) identified as: a) cultural capital; b) level of education; c) gender; d) political attitudes, opinions and adhesions; e) exposure to mass media and political information; f) electoral participation (2006).

Analysis is structured within a theoretical framework that privileges the inter-causal relationship between political players and the social perception of them; the basic premise being that there is active multivariate interaction is social dynamics that breaks away from mono-linear mechanical, unidirectional causality. Direct fixed variables include cultural values; semi-direct variables include social class; indirect variables include transient opinions; social appraisal of the government and its political systems; political parties and their representatives; electoral implementation; and political information on mass media, among others.

The sustaining premise proves the hypothetical belief that participation of well-informed students, actively committed to public higher educational systems and national welfare, is critical in the developmental outcome of politics and their transition into democracy. Political culture must, therefore, target higher educational systems to trigger shifts in national and global awareness.

Pick and Choose Democracy: The Volatile Electorate and Party Selectors on the Internet

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THIS PAPER EXPLORES the use and perceptions of web-based party selectors appearing on national news sites during the 2006 Swedish election campaign. It asks what kind of voters used the selectors, how they perceive their democratic functions and whether or not selectors appeared to mobilize new groups of citizens in politics. Insight into selector use can inform theories about the Internet's potential to generate more inclusive and participatory political cultures versus its potential to rigidify or deepen existing gaps favoring those rich in material and information resources. The study finds that those who use selectors most frequently are younger, better educated, most politically interested and, perhaps most interestingly, most certain about their party preferences. In other words, there is little support for the notion that selectors as they appeared in the Swedish 2006 campaign were instruments of increasing mobilization or providing new knowledge. Rather, they appear to have been used more as a means of cementing existing views among those who already had a strong party identity.

An Untold Chapter of the Right to Communicate Story: The Canadian Pioneering Contribution

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THE BIRTH OF the concept of the “right to communicate” is marked by Jean d’Arcy’s August, 1969 European Broadcasting Union article where he suggested that “the right of man to communicate ... is the angle from which the future development of communication will have to be considered if it is to be fully understood.” Although d’Arcy’s treatment of the right to communicate was ambiguous and left much to be desired, it has nonetheless been argued that he inspired others to continue his project. Adopting the 2008 theme of the International Association for Media and Communication Research (IAMCR) “Media and Global Divides”, this paper is contributing in the participatory communication research by highlighting the Canadian pioneering contribution to the international conceptualization of the right to communicate idea.

Particularly, it discusses the efforts of the Canadian Telecommunication Studies (a task force established in 1969 by the federal Department of Communications) which is considered to be among the world’s pioneering efforts to conceptualize and apply the right to communicate through its recommendations in its Instant World report (1971), and its accompanying reports, studies, seminars, minutes and proceedings. Early right to communicate scholars argued in the 1977, the period which witnessed the flow of information debate and the MacBride Commission, that: “One of the most comprehensive and original set of materials in the development of the Right to Communicate came out of Canada in the years after the d’Arcy article” (Richstad, Harms & Kie, 1977, pp. 114-5). Despite this suggestion, I will argue that there has not been much attention paid to this hallmark report or its accompanying documents and reports in the existing literature on the history of the right to communicate, although it is undeniably an important phase of the history of conceptualizing and implementing this important human right within the media of communication. In this paper, I will highlight the importance of the Instant World report in relation to the history of the right to communicate by focusing on the historical context in which it was produced, as well as by analyzing this landmark report and some of its accompanying conference proceedings which discussed the issue of the right to communicate in a Canadian context.

Digital Divide and Citizens’ Right to Communicate in India

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GGS INDRAPRASTHA UNIVERSITY, INDIA

THIS STUDY WAS carried out to understand and analyze the factors underlying the digital divide in India and the attempts at mitigating this divide to ensure the citizens’ right to communicate in the public space. The paper is based on the premise that the democratizing effect of new media on online communication has the potential to resurrect the communication equality that underpins power equality in the public space. To this end, the study first looks at the relationship between the digital divide and the right to communicate at the international level and then at the national level. At the international level, it argues that the gap between the info-rich and the info-poor nations coupled with the acute imbalance in the flow of information between the two has been distorting native lifestyles and attacking native cultural and ideological mores, leading to the passivization of the developing countries in international communication and tipping of the communication

equality in favour of the developed countries of the West. It goes on to argue that the advent of the new media holds out the prospect of arresting this downside and correcting the communication inequality between the two. The paper highlights that the spectre of digital divide between the rich and the poor countries restrains the new media from achieving this goal. At the national level in India, the picture is no brighter. The mass media have perpetuated and sustained the vice-like grip of a minuscule section of people over power and the domain of public communication. New media which could correct the communication and power inequality in the country has to contend with the debilitating factors of underdeveloped communication infrastructure, language and literacy barriers, and economic disparities apart from those of race, gender, region and age. While the New Telecom Policy has made a sea change in the telecom and Internet accessibility in India, much work needs to be done to spread this telecom revolution to the rural areas. The paper argues that if India has to empower its vast citizenry to communicate in the public space and to intervene effectively in the life of the nation-state, it will have to address the non-technological factors as much as the technological ones otherwise the digital divide could be further deepened. The paper concludes that the recognition of the right to communicate as a basic human right could galvanize the national and the international community to address the issue of digital divide so that the communication inequality between the developed and developing and the rich and the poor could be corrected and democratic participation ensured at all levels.

Participatory Communication: Research and Education

Digital Media and Agonistic Life: Using Hannah Arendt to Read Youth Media Production Experiences

STUART POYNTZ
SIMON FRASER UNIVERSITY, CANADA

OBJECTIVE

The objective of this paper is to examine how Hannah Arendt’s unique theory of the public realm can be used to explore the relationship between youth media production and democratic practice. To illustrate the value of Arendt’s theory, the paper draws on data collected as part of a yearlong ethnographic study of a community-based youth media production program located in Vancouver, Canada.

THEORETICAL FRAMEWORK

Youth media production has expanded dramatically over the past fifteen years, and yet there continues to be a dearth of research on the nature of such practices in institutionally mediated settings. Steve Goodman’s work on the Educational Video Centre in New York City has provided an indication of the processes and products characteristic of one such program. But we need a more diverse picture of such practices, particularly as they relate to questions of democratic practice. I offer such a contribution in this study by using Hannah Arendt’s unique theory of the public realm to map the relationship between practical media work and democratic life.

I begin by introducing Arendt’s understanding of the public realm and then describe its relationship to a democratically-oriented pedagogy. I call this a pedagogy of natality or new beginnings, which is to be distinguished from practices and tendencies in critical media pedagogy. The goal of such a pedagogy is less explicit about the specific social, cultural and political struggles young people are to engage with – although issues of social

inequity remain vital - than that youth develop a conception of the social nature of meaning and our responsibility to this. I use this framework to argue that while youth media programs like the Summer Visions Film Institute may not lead young people toward social activism, their impact on democratic life is nonetheless felt in how they expand students' abilities to register plurality in ways that make our sense of the real fuller and deeper.

Methodologically, the study I report on is rooted in a theoretically reflexive critical ethnography. As a method, critical ethnography applies a subversive worldview to more conventional narratives of cultural inquiry in order to understand how the democratic redistribution of power through culture might be enacted. I use this method to examine digital media work produced by youth participants in the Summer Visions Film Institute, a media production program designed to help at-risk, low-income youth to write, shoot, edit and screen a digital media artifact. As with many youth media programs located in community-based settings, Summer Visions attempts to contest how youth engage with their own representation in the mainstream media. Using an Arendtian framework, I assess how the production of media in this program indicates possibilities and tensions involved in orienting young people toward democratic practice as conceived in relation to a notion of natality.

Bridging the Divide with Participatory Video

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THIS PAPER SEEKS to draw links between theory and the practice of participatory video (PV) production through an ethnographic case study with rural women in Fiji. As the researcher and facilitator of the video production workshop, the author was interested in observing how communities engage with participatory media and processes of production for empowerment, and the implications for dialogue, community building and representation within a given community context, in this case, Fiji's fragmented multicultural society. As such, this paper locates the discussion of PV within frameworks of empowerment and transformation, but also endeavours to find new ways of interpreting the findings. Social capital is used as a conceptual tool to aid in the analysis and understanding of the process of participatory production where community producers appropriate media technology to strengthen their networks of influence.

Social capital is the result of relationships that people form when they engage in civic and social life through membership in organisations or social networks (Putnam, 2000) and the advantage that flows from these associations. The theoretical framework proposed in this analysis is premised on the idea that participatory media practice not only functions well in communities with strong social networks (i.e. high social capital) but can also contribute to the growth of social capital. In other words, it not only accesses local networks – bonding capital – but can also enhance the bridging dimension of social capital where communities can link with other communities across ethnic, gender, social, or geographical divides thus contributing to community building and dialogue. Specifically, the study looks at how participants' social networks and levels of trust affect participants' involvement in the message-making and how the production process accesses and extends "bridging" ties between communities (horizontal) and with policy makers (vertical). While horizontal links promote information exchange, vertical links encourage participatory democracy.

The paper also highlights the significance of appropriate methodology in the use and study of participatory media. The author brings valuable insights to the production process through her discussion of participatory action research (PAR) as the primary methodology employed for the facilitation of the video work-

shop and visual ethnography, in the form of video documentation, for participant observation.

Participatory media has had a long association with concepts of community empowerment and social reform through its participatory mechanism. This study found that rural women in Fiji use social capital – their relationships and social networks – as a key element in video production to highlight community needs and linkages. In Fiji, PV can enable the essential bridging dimension in social capital to link diverse and disparate communities and assist in building a cohesive society within projects of community development and reconciliation.

Not Just Any Story: Questions and Dilemmas on Using Film in the Social (Research) Domain

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THE INCREASING TECHNICAL and financial accessibility of film equipment allows researchers to depart with a camera and to use film for (field) research. In this paper we study technical pitfalls, ethical dilemmas and research constraints that may result from incongruous use of film activities in data generation or analysis. This paper focuses on developing a set of 'good practices' for students and researchers wishing to film interviews, stories and practices of 'others' in an effective way whilst respecting the ethics of portrayal and narrative construction. We will argue that optimal ignorance cannot be accepted as an excuse or an alternative approach to filmmaking, we will encourage a comprehensive film studies preparation covering both technicalities of the filming and editing process as well as an introduction into semiotics and narratives.

Participatory Communication Research Like Methodological Strategy to Increase the Intercultural Competitions of Young Students of Mexico City. History of an Experience

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IN THE FIELD of the investigation in communication methodological reflections are important. Although traditionally the investigation has been conceived as a form of obtaining of knowledge, in this communication appears an investigation in course that leaves from which the investigation must go beyond, must have the pretension to take part – to modify what investigates. The scope of development of the displayed project is the intercultural communication, a study field that allows to understand how to situations of negotiation and/or conflict between individuals with different cultural matrices occur. Starting off of the previous thing, in this communication the possibilities of the Participatory Communication Research like methodology appears that can cause the increase of intercultural competitions of students of two universities of Mexico City. The investigation project del that gives to account this communication develops from the year 2006 in the Academy of Communication and Culture of Universidad Autónoma de la Ciudad de México (Mexico, D.F.) and in the School of Communication of Universidad Intercontinental (Mexico, D.F.). At a first moment the foundations of the methodological strategy of the investigation appear, cradle in the principles of the Participatory Communication Research. In order to contextualize the work,

the results of the first and second phase of the project also appear, whose purpose – quantitatively and qualitatively – to explore the intercultural competitions of the students of the two mentioned universities, which are distinguished mainly by the difference of class of their students. The third phase of the project is the one that makes use of Participatory Communication Research; with her, one looks for to start up dynamic group that allows qualitatively increasing young the intercultural competitions of the object of the study. The communication concludes with an exhaustive presentation of developed the dynamic results of the intercultural ones during year 2007 with the students of both universities. Also, one concludes with a prospective vision that it tries to point some of reflection veins with which this project of investigation will continue.

Building New Models for Tanzania's Participation in Public Communication and Media Education Initiatives

ROBERT L. JONES AND DORIS JONES
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THIS PAPER REPRESENTS its authors' ongoing examination of, and participation in the development of participatory communications media for the East African nation of Tanzania. The paper argues that Tanzania's recognition of its social, political, cultural and economic development challenges can in part be addressed through educating and equipping its citizens with viable community media networks. Inspired by the nation's defining document, the 1967 Arusha Declaration, Tanzania is seeking to expand its broadcast and print media capacity throughout the country for purposes of endowing its citizens with expanded opportunities for news, education and other forms of information. Concurrent with Tanzania's growing participatory communication environment to strengthen the flow of public information, is the need to educate and in some cases, retrain its journalists. Within this framework, the success of a growing community media will in part require (a) strategic deployment of needed media operations, especially in rural communities, where access to news and information may be limited; and (b) training professional and citizen journalists who can produce news appropriate for these communities. While the literature is replete with studies about implementing participatory media educational training on the African continent, each country presents its own set of unique challenges. To ensure the sustainability of these media initiatives, Tanzania, is investing in technical and human resource capital, educational forums, both formal and informal which can provide opportunities for the exchange of ideas about appropriate strategies needed to develop and deploy effective media solutions. Successful implementation of these programs can in part ensure wider access to, and extended reach of community media that best convey the needs and opinions of the citizenry on issues which impact their lives. It is within this perspective that Africa's growing community media projects are a viable means of social and economic development. The paper will present case studies of our work with a group of universities, NGOs, schools, villages and other entities that are serving as testbeds for projects we have developed as media solutions for Tanzania.

Exploring the Impact of Virtual Organization Structures on Geographically Distributed Collaboration in University-Based Diversity Efforts in the STEM Disciplines

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GEOGRAPHICALLY DISTRIBUTED COLLABORATION is becoming increasingly important in many areas of society, including: science, government, industry, and civil society (Finholt & Olson, 1997; Finholt, 2002; Atkins, et al., 2003; Cogburn, 2004; Berman & Brady, 2005). Concurrently, the science, technology, engineering, and mathematics (STEM) disciplines are becoming even more central to national and international socio-economic development in a global information and knowledge-based society (Committee on Prospering in the Global Economy of the 21st Century, 2007). However, there is an increasing concern that the United States is not producing an adequate number of trained STEM Ph.D. holders to advance growth and development in the US economy (Committee, 2007). Even more problematic is the reality that a significant portion of the US society continues to be underrepresented in these fields (AAAS, 2002). As a response, the US National Science Foundation (NSF) created a nationwide program called the Alliances for Graduate Education and the Professoriate (AGEP). Universities in the US may apply for an NSF grant to build an AGEP Alliance between their campuses. These alliances are expected to change the environment on their campuses for the successful identification, recruitment, retention, and support of underrepresented graduate students in the STEM disciplines and into the professoriate. However, one of the biggest challenges is that while these Alliances are expected to collaborate across multiple campuses, have similar goals, and are utilizing similar methods, collaborating effectively across alliances eludes most alliances (NSF, 2005). This project was designed to explore the impact of computer-mediated communication tools on communication and collaboration networks and practices within AGEP alliances in a selected region. This NSF-funded project (Grant No. HRD-060347) employs a mixed-methods design, with participants drawn from the three AGEP alliances in New York State. The theoretical framework draws upon the diffusion of innovation literature (Rogers, 1962; 2003) and a multi-theoretical, multi-level approach to communication networks ((Monge & Contractor, 2003). The project asks four interrelated "grand-tour" research questions (Cresswell, 2003): (1) how do you introduce a collaboratory; (2) how does the collaboratory get used; (3) what impact does the collaboratory have; and (4) to what degree can it be institutionalized? The project takes a participatory action research approach (Whyte, 1990) and worked with the three alliances to identify the features of a virtual organizational structure - called a "collaboratory" (Wulf, 1989) - that would be desired by the participants. These features included social and technical features in three broad categories: (1) people-to-people; (2) people-to-resources; and (3) people-to-facilities (adapted from www.scienceofcollaboratories.org). Data for the project are drawn from surveys, interviews, and content analysis of digital data from email archives and computer logs. Key preliminary findings in the study include: Network leadership plays a critical role in the introduction, implementation, promotion, and effectiveness of the collaboratory. A high level of institutional support is required for successful diffusion of the collaboratory innovation. Some leadership styles are identified as more propitious for successful collaboration over others. The collaboratory has impacted the NY-AGEP communication practices by enhancing their administrative, research, teaching, and outreach capabilities.

Power, Participation and Social Impact: Interrogating Communication for Social Change

Panel: Power, Participation & Social Impact: Interrogating Communication for Social Change

PRADIP THOMAS
UNIVERSITY OF QUEENSLAND, AUSTRALIA

THE DOMESTICATION OF ideas and action related to communication and social change has resulted in the making of a blind-spot on issues related to the relationship between politics, power and social impact. Key concepts and ideas in communication and social change including 'participation', 'empowerment', 'access', are routinely abstracted from any consideration of the structures and determinations that limit the translations and potential of these concepts. This panel will explore these hidden dimensions and, in that process, make the case for the need for a more robust interrogation of communication and social change theory and practice.

Structural Participation in Communication for Social Change

KARIN GWINN WILKINS

COMMUNICATION FOR DEVELOPMENT projects employ a variety of structural approaches toward funding, conceptualizing, implementing and evaluating strategic interventions. Building on a critical approach, this work interrogates underlying ideological assumptions as well as the organizational and structural conditions of production. A structural approach to participation recognizes that a variety of agents and agencies become involved in the process of producing strategic intervention for social change. The potential integration of community members in decision-making processes needs to be seen relative to the dominance of donor agencies as well as commodity manufacturers and private firms, in order to assess a more realistic portrayal of power dynamics. This means moving away from a conceptual focus on audience-driven to production-based models of participation. Structural mapping of potential as well as actual control over key decisions in the shaping of social change projects allows us to see participation not just in terms of its idealized potential, but more so in terms of the hegemonic control asserted through formalized agencies and corporations.

The individualist preoccupation of social marketing, and to some extent entertainment education, resonates with an ideological tenet of American society, privileging the individual as the primary actor in social change. In a market framework, individuals make choices about smoking cigarettes, using condoms, and recycling bottles; conversely, in a social justice framework structures that restrict smoking to certain areas, subsidize the cost of condoms, or facilitate the collection of recycling containers are seen as critical factors conditioning social change. The metaphor of the marketplace, grounding social marketing, builds from democratic and capitalist ideologies, in which individuals are assumed to have equal abilities to vote and purchase. When people do not participate in elections or do not consume marketed products, the marketplace itself is not questioned, but individuals' lack of interest or knowledge is. Alternatively, a social justice orientation attributes social problems to structural conditions that inhibit participation.

The point of intervention is to work toward social benefit, as

designated by the organizations and groups creating the project. Media for social change interventions may be seen as paternalistic when assuming that the sponsoring institution is better able to determine what is in the best interests of individuals or group targeted for change. Although by engaging in intervention at all the media projects can be seen as paternalistic, there may be differences in degree, depending on the extent to which beneficiaries are constituted as lacking to not being considered at all. Some counter this potential for paternalism with discussions of participation. What is meant by participation differs markedly across these models. Within social marketing, participation might be marked through consumption. Entertainment education along with social marketing might invoke the use of focus groups and formative research as a form of participation toward improving the execution and utility of the campaign. Apart from seeing participation as a means toward a previously constructed goal, other models of change articulate the importance of community participation in determining the priorities and salience of issues, as well as appropriate means for addressing them. When media advocacy builds from community concerns, these projects can be seen as engaging participation that involves prioritizing problems as well as constructing solutions.

The structural conditions of production incorporate economic issues of funding. Although media advocacy projects may be directed against corporate agencies, commercial sponsorship has become a critical component of social marketing and entertainment education. The concern is that by including corporate donors in the funding of projects designed for social benefit, the subjects addressed through these media projects may avoid potentially more controversial issues. In the interests of attracting corporate sponsorship of television and radio programs, issues such as racial tolerance, environmental conservation, human rights, sexual rights and violence as well as human rights might be more difficult to address.

The New Political Economy and Communication Analysis in Recent Development Planning Policy

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GLOBAL POVERTY REDUCTION strategies have begun to shift over recent years. Development priorities had focused largely on economic development strictly speaking. Emphasis is now moving toward social development through public participation and governance reform. The strategic shift was signalled during the late 1990s when then President of the World Bank James Wolfensohn urged the privileging of citizen "voice" during project related needs assessment, planning, and implementation. Economists such as Amartya Sen and Joseph Stiglitz now argue that economic development must be analyzed in relation to citizen self-determination. As a result, economic development remains the primary mission of development banks but the concept of development has broadened within the donor community at large.

The imposition of structural adjustment conditions on countries receiving assistance is waning. Policy processes are increasingly conceptualized using "new political economy" and "institutional analysis" frameworks that incorporate assessment of "winners and losers" into planning considerations. Stakeholder involvement is of key importance. Donor agencies and NGOs are now devoting considerable energy to the challenges of citizen inclusion in wide-ranging development projects.

From a communication perspective citizen inclusion is increasingly pursued, at least in part, through public dialog involving government agencies, unions, citizen groups, civil society organizations, and others. These efforts involve media relations training

for stakeholders, training of government officers in the methods of effective public hearings, design of needs assessment processes that start with stakeholder involvement rather than with notification of pre-planned initiatives, dialog processes for entrenched stakeholders, and more. The panel presentation will analyze this shift in development priorities by reviewing communication related elements of recent policy statements from the World Bank, OECD, DFID and other large donor organizations.

Virtual vs. Real: Mapping Questions of Power and Participation in the Balkans

ZALA VOLČIĆ, SJC, UO

PROPHECIES AND MANTRAS about technological revolution and the power of media, “new technologies,” and the Internet in particular, continue to be strongly voiced all over the world, including Eastern European and Balkan countries. In the region, after the collapse of communism, new communication technologies were widely believed to be “magical”. Throughout the region, there has been a drive to “democratize” by adopting information technology as the tool towards “progress,” in order to become a part of the new world order. Various programs continue to be financed by the U.S. Government, whose interest in a “drive for democracy and peace” across the region has increased after the fall of communism and the end of the former Yugoslav wars in 2000.

This paper will first attempt to present some theoretical considerations as of how to think about power, participation, and ‘empowerment’ – but through a specific context, that of the Balkans. Until the early 1990s, “democratization” was understood as the process of establishing liberal democracies along the lines of Western European or U.S. models. Although the language of democratization (and technological development) continues to appear universal, its content today is a highly ideological one that justifies free-market liberal democratic models for the Balkan states.

In this paper I suggest that in the region, there is a continuing dominant celebratory discourse of progress, participation, and empowerment, connected with technology, vocational training, and the need to catch-up with Western Europe. I present and analyse a particular case-study – of a project, that translated into a course called Computer Literacy in Slovene schools that was created only to foster technical skills in order to secure Slovene path towards the so-called liberal, democratic, and technological new world order. I argue that development and technology continue to be, at least in the dominant educational and “democratization” accounts, framed as a solution.

Rather than uncritically adopting the rhetoric of technology as inherently able to help Eastern Europeans, and seeing technology as the path towards a more developed, modern society, I adopt a cultural determinist approach which questions the power relations at play behind the scenes of technology proliferation. I see the question of who exerts pressure, why and how, in technology proliferation and development, as one of the crucial ones.

The paper is divided into three main parts. The first part offers some critical arguments on the notions of power, participation, development, and technology. The second part contains an analysis of why the Computer Literacy Project received much support from the educational authorities in the Balkan region - and I argue that it is because it falls in line with general political and economic principles promoted by the dominant neo-liberal vision in the Central-Eastern European region. In the third part, a case study of the Computer Literacy Project is assessed. I'll attempt to unveil the discourses of the Computer Literacy teachers that was geared towards creating a specific vision of a Slovene future: a vision that continues to promise economic progress, and democracy through technology and the rise of Internet. This section explores how their discourses stem from mainstream perspectives of development

and technology. I suggest that education policy-makers everywhere should carefully review their computer literacy policies, and argue for a course of Information Literacy that would provide an alternative educational experience and contribute to the social change.

Powerful or Forceful – Participatory Communication in Non-Participative Contexts

ELSKE VAN DE FLIERT AND PHAM THI THUY

PARTICIPATORY COMMUNICATION HAS been labelled as a powerful tool in development. If done well, it facilitates dialogue among various stakeholder groups involved in a change process allowing all opinions and aspirations to be heard, providing equitable decision making power in determining the direction for change, and hence empowering those who did not have that power before. The use of participatory approaches has become a prerequisite in the planning and implementation of projects funded by most external donors in the developing world. But to what extent is genuine participation of all stakeholders possible in socio-political contexts where existing power structures do not favour equitable decision making power? Can empowerment be negotiated to benefit social impact but not threaten social stability? What does it mean when participation is imposed on non-participative contexts? This paper will address these questions relating to the specific situation of Vietnam. It will explore the current development scene and describe several case studies to illustrate the possibilities and impossibilities of participatory communication in a transitional society.

Community Media – An Alternative to Global Divides

Panel: Community Media-An Alternative to Global Divides

LINDA K. FULLER
WORCESTER STATE COLLEGE, USA

BASED ON OUR book “Community Media: International Perspectives” (Palgrave Macmillan, 2007), edited by Linda K. Fuller, several contributors will present their research on the use of community media as an alternative to global divides. Drawing on both theoretical and practical case studies-including aboriginal/indigenous experiences, current case studies, and virtual community visions, we will move from developing attempts at local media to case studies and on to cyber-examples.

Historically, it has been argued that ever since the Bible was translated into the vernacular that a clamor began for access to message-making; now, in our current era of revolutionary information changes throughout the world-when we are dealing with bloggers, map-makers, iPoders, text message senders and receivers, and any number of cyber-dissidents, it is critical to consider the role of community media toward that process. Following definitions and a brief literature review, we describe how community communications/media can refer to how individuals and organizations involve publics in participatory means of airing issues.

Owing a debt to the “Our Media, Not Theirs” group that first met at ICA/Washington in 2001, we continue the tradition with this goal: “To collectively consider, debate, and find new ways to reaf-

firm and expand spaces for community participation and effective use of communication media in the context of an increasingly market-oriented and corporatized media and communication terrain globally.” (Recently, the title has changed somewhat, to allow for its wide Spanish-speaking members, now known as “Our Media/Nuestros Medios”). Public service broadcasting, we contend, should be an institutional guarantor; it is why we fear and fight against the trend toward media ownership by a handful of moguls who want to mediate our messages.

Although this panel will be focused on case studies from Spain, Native Americans, Israel, and Canada, examples will also be incorporated from Australia, Bangladesh, Belgium, Brazil, Ghana, India, Kazakhstan, Latin America, Singapore, Thailand, Turkey, and themes of cyberdating, “free speech,” participatory communication, the People’s Communication Charter, multi-theoretical approaches to community media, and virtual communities. As growing disappointment and disillusionment with commercial media and its centralization by key multinational corporations combines with increasing concern over conglomeration and hyper-commercialism, we argue that it behooves us to understand, appreciate, delineate, and be involved in our own local means of communication.

A Television to Save a Language and a Culture: The Basque Case

CARMELO GARITAONANDIA AND MIGUEL ANGEL CASADO

CREATED IN 1982, Radio Television of the Basque Country (EITB) serves a population of over two million in the Basque Country (Spain). Of the total population, 28% speak Basque (“euskara”). Basque Radio Television has two television channels on the air: ETB-1, which broadcasts in Basque, and ETB-2, in Spanish; moreover, there are two satellite channels, ETB SAT and CANAL VASCO. The Basque media have played a key role in normalizing the use of the language in all areas of life (sports, culture, politics, etc.), which had previously only been spoken at home until the end of Franco’s regime (1975). EITB has been a driving force behind all types of cultural, musical, artistic and theatrical activities and undertakings. It has specifically led to the creation and development of an audiovisual production industry, which did not exist prior to Basque autonomy.

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Top-Down Community Media: A Participant Observation from Singapore

LINDA K. FULLER

REPORTAGE IS GIVEN here on what is undoubtedly a unique case study of community media. It begins with cautionary beginnings in 1996, when the author worked with local authorities to encourage the development of community television in the Republic of Singapore—a multi-racial, multi-ethnic, multi-religious, and multi-lingual population of some three million people. Fortunately, the story continues into the 21st century, standing as a fascinating lesson for scholars interested in grassroots media participation.

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Community Radio and Development: Tribal Audiences in South India

YESUDHASAN THOMAS JAYAPRAKASH AND BRIAN SHOESMITH

THIS CHAPTER EXPLORES the manner in which radio has been utilized by tribal communities in the Nilgiris in southern India to promote development and create an indigenous public sphere based on tribal culture. In 1997, after a long struggle for media autonomy, India became the first country in Asia to grant autonomous status to electronic media. Radio, with its expanded network of nearly 200 stations, has wider reach and above all is located in the smaller towns and provides better access to the rural population. However, independent community radio stations owned by rural communities are yet to be permitted by the Government of India. Ooty Radio Station (ORS) is the only low power regional radio station in All India Radio (IR) located near the tribal communities in the Nilgiris and serves distinctively like a community radio. In order to explore how tribal audiences use radio in their everyday life, qualitative audience research methodology was adopted and data were collected through participant observation, field notes, ethnographic interviews, focus groups, and documents. Based on the fieldwork, we argue that recent exposure to satellite and cable television has altered the way remote tribal communities use radio for development and necessitates some important changes in programming and scheduling of development and all other programmes of Ooty Radio station.

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Remote Beginnings, Metropolitan Developments: Community and Indigenous Television in Australia

ELINOR RENNIE

WHEN AUSTRALIA BEGAN digital television transmission in 2001, community television was less than a decade old and still in its trial phase. Indigenous television, which had existed in a dispersed fashion in remote areas since the 1980s, was lobbying for a nationally available Indigenous television service. Digital technology promised new possibilities for the free-to-air television environment, including new channels and content forms. However, the policy regime that was put in place for the transition phase worked only to marginalise existing community stations and preclude the reservation of spectrum for community and Indigenous use. This chapter explores the history of community and Indigenous television in Australia and offers some thoughts towards the development of a third sector of digital broadcasting.

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Participatory Communication: Mobilisation and Collaboration

Empowering Athletes with Disabilities: A Participatory Communication Approach to Enhance Athletic Identity

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ATHLETES WITH DISABILITIES have been representing Singapore in international sporting events since the 1980s, garnering numerous accolades. However, this group of athletes has been marginalized largely due to the public's single-minded focus on able-bodied sports. This has led to the divide in communication efforts executed to benefit able-bodied athletes and disabled athletes. Such a trend could potentially impact disabled athletes and their sports excellence.

This is the first study to examine athletic identity with both physically and intellectually disabled athletes in Singapore. Athletic identity, as defined by Brewer, Van Raalte, and Linder (1993), is the degree to which an individual identifies with the role of an athlete. It is an important social dimension of self-concept influencing athletes' sports pursuits and relationships with others. Encompassing an internal cognitive structure and an external social structure, athletic identity is the main theory used to understand the impact of social support and stigmatization on disabled athletes. The study focuses on how the social structure works to boost positive athletic identity among disabled athletes.

This study analyzes a communication campaign which emphasized youth interaction with disabled athletes. Conducted from 1 December 2007 to 31 January 2008, the campaign included various promotional communication tools such as posters, banners, personalized postcard greetings and website to raise awareness and recognition of disability sports and athletes in Singapore. Several sporting events were conducted to garner social support from youth while providing them the opportunity to interact and participate in disability sports alongside disabled athletes. It demonstrates that with effective use of media tools, a communication campaign targeting young sports enthusiasts has the potential to bridge the divide between disabled athletes and able-bodied athletes in the society.

We hypothesize that the campaign should increase athletic identity for disabled athletes.

8 in-depth interviews and 5 focus group discussions were conducted with the disabled athletes and youth from tertiary institutions respectively from September 2007 to November 2007. 50 quantitative surveys were conducted to measure the impact of the campaign on athletic identity. These pre and post campaign quantitative surveys were completed by disabled athletes with both physical and intellectual disabilities. They are athletes from the Singapore Disability Sports Council who were representing the country in the 4th ASEAN Para Games in Thailand.

Findings from the formative research show that a communication campaign aiming to bridge a divide should be designed to express the similarities in spirit and athletic emotions of sports shared by both able-bodied athletes and disabled athletes. It also proved that interactions with able-bodied athletes were fundamental in breaking social stigma of this marginalized group.

The study found a marked impact on athletic identity for athletes with physical disabilities, while the impact on intellectually disabled athletes was inconclusive. The benefits of an increased athletic identity in improving the physical and psychological well-being of disabled athletes are further seen in the paper.

The study confirms that a participatory communication approach is useful for enhancing athletic identity. It serves as a ref-

erence for researchers and practitioners in the field of disability sports.

Expressive Rationality – A Different Approach for Understanding Citizen Participation in Municipal Deliberative Practices

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WHY DO SOME inhabitants engage in municipal deliberative practices? The aim of this paper is to explore citizens' motivations for participating in deliberations organized by Civic Committees in the south Swedish municipality of Helsingborg. I have done this through an ethnographic study, participating in deliberative practices and interviewing citizens, politicians and municipal officials in Helsingborg. This study is also theoretically inspired. I argue that the Civic Committees are inspired by deliberative theories of democracy in order address changing patterns of political participation. Parliamentary political practices are declining at the expense of a more lifestyle approach to political participation in late modernity. In trying to reorient civic participation back to its institutions, it is especially the deliberative focus on rationality as communicative, rather than instrumental that becomes attractive for the Civic Committees. In this way, the municipality defines the citizen as communicative, interested in discussing the greater good of the neighbourhood with others, instead of being a self-interested client of municipal services. However, by focusing on the issue of motivation, I argue that neither the instrumental nor the communicative account of rationality is satisfactory in fully understanding citizens' motivations for participating in municipal deliberative practices. With a focus on identity, I therefore suggest a more expressive account of rationality.

This paper is part of a bigger PhD project, *To Become a Citizen*, where I especially study civic positions in the deliberations organized by the Civic Committees in Helsingborg. This paper (and my PhD research) addresses both issues of defining citizenship in a contemporary western municipality, as well as the relationship between political participation, a municipality and citizenship in a western late modern context.

Tactical Media, Art and the Hybrid Activism

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THIS PAPER AIMS to analyze the "tactical" uses of media and cyberspace by artists and media activists to create new forms of social mobilization and intervention. The phenomenon represents the possibility of exploring important aspects of alterity in communication processes, since it seems to constitute affirmative actions - rather than simple responsive actions - concerning new configurations of capitalism. As contemporary capitalism has become network-organized and perform fluid and immaterial control mechanisms, it is important to create new forms of resistance, a nomadic resistance, as American collective artists/activists *Electronic Disturbance Theater* puts it. The paper argues that such practices point out to new forms of civil disobedience and draw new forms of social intervention which are quite different from those used in the 60's and the 70's: they seem to be rather operative than ideological and they clearly do not deny the tools of the system *per se*; instead, they use them against it to struggle and to negotiate with it or to subvert it. In so doing, they seem to redefine notions such as "political action", "art" and "activism",

since such practices are articulated by artists who also are activists or by activists who also perform an aesthetical changing role in perception of reality. The result: a hybrid form of activism and participatory communicative actions which are both artistic and political appropriations of new and old media, which are combined in order to potentialize social/artistical/political interventions both in internet and in urban spaces. This smart mediatic appropriations connect to what dutch media theorists Geert Lovnik and David Garcia have called "tactical media". Conceived as "crisis media" and "critical media" and also as a "aesthetic of appropriation" by these theorists, tactical media are a nomadic and flexible response to power and so, are difficult to catch. It goes mutant and crosses borders, plugging and unplugging tactically, connecting and disconnecting through the fluid territory of smart combinations and uncertain regulations. Such a nomadic strategy creates opportunities to take free spaces in the media and in public spaces in order to promote fissures in dominant discourses and practices. So we are specifically interested in analyzing how these strategies which combine both uses of virtual communications networks and presential interventions in urban spaces can resignify new and old media and produce interferences in social order and promote social change. In so doing, we expect to highlight the communicative roles of these practices and their contribution to producing alterity in communication processes and media technology in contemporary society.

Producing Necessary Knowledge for a Democratic Public Sphere: Theory and Practice of Collaboration Across Academic / Activist Divides in Media and Communication Research

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RECENT YEARS HAVE witnessed a notable increase in public interest-oriented civil society activism and advocacy around media-related change. Some in the academic community have responded by analyzing such activities as a social movement, e.g. providing historical accounts of its developments and by describing its different strands. However, it has been argued that while social movement theorists, media researchers, and activists often share a broad set of questions the work of scholars and activists remains largely in separate domains.

The proposed article is a collaborative - and reflexive - effort to theorize ways to address that gap given the strategic importance of civil society practitioners to be recognized as public intellectuals alongside scholars as a collaborative community of practice. Based upon empirical material that includes interviews, meeting documentation, and related scholarship, the paper provides a theoretical framework for collaborative practices among scholars and practitioners who engage in issues relevant to the movements advocating change in the media landscape.

The empirical case is the Necessary Knowledge for a Democratic Public Sphere ('NK') program of the Social Science Research Council that was launched in 2004 with startup funds from the Ford Foundation. The program focuses on building a stronger culture of collaboration between scholars, advocates, practitioners, and policymakers in the field of communications and media policy. One of the Program's core functions is to offer grants that are intended to foster a stronger culture of collaboration between the producers and users of research.

Focusing initially on US-based issues, the program has fund-

ed projects that vary in scope, size, topic, approach and nature of collaboration; ranging from a research project on community communication infrastructure to a critical evaluation of an FCC-commissioned study. However, the grants criteria specifically encourage the use participatory methods. Between 2006 and early 2008, the program has funded 28 collaborative projects. This analysis uses material by the grantees (e.g., applications, reports, and other outcomes) as well as the surveys and interviews of the NK program evaluation, conducted by the U.S.-based Center for International Media Action, or CIMA.

The paper first seeks to derive a matrix of collaborative practices, mapping actors and 'action frames' of the projects, research methods, forms of collaboration, types of outcomes, and kinds of 'impacts' of collaboration in the concrete project outcome, in the participating organizations, and/or reflected in larger social contexts.

Among the main preliminary findings is that communication scholars form only the minority of researchers engaged in collaborative efforts within the NK program. A key aim of this paper is, then, to understand the gap between media activism and communication/media studies. Another goal is to develop a theoretical framework for '*participatory research*' in the field of media research and advocacy / activism that can be put into practice in future collaborative research efforts, and that be developed in other empirical analyses of collaborative projects, also outside the U.S.

An Empirical Study of Triumph of Public Opinion via ICT in Mainland China

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2007 IS CALLED the "first year of public events" in mainland China when a number of major events related to government transparency and crisis management happened. Arguably, the most noteworthy and intriguing was the Xiamen PX event, in which peaceful street demonstrations in Xiamen (formerly Amoy) culminated in halting the construction of a petrochemical factory. Xiameners are selected as "people of the year" by Southern Weekend, one of the most influential newspapers in China. Scholars claimed that this rare victory for Chinese public participation in politics was promised to be a milestone for China's democratic movements which represented the triumph of public opinion and the improvement of political democracy after decades and perhaps centuries of struggling for the right to free speech.

The event corroborated the existence of Chinese civil society and offered a glimmer of hope to its growing maturity. It provided an example of how different societal agencies with shared or conflicting interests could come to the negotiating table together as equal partners and how such constructive engagement could eventually facilitate a transparent, democratic decision-making process and ultimately yield a more open and innovative society.

The current paper is a case study of this famous event, trying to investigate how the voiceless public made themselves heard and even participated actively in policy making by using multiple media and ICT in the new media era. The results show that there are some characteristics in this event related to public sphere and democratic politics.

Firstly, public sphere was formed via a new mode of media interaction, which provides a good communication platform for the public and government, accelerating the advancement of civil society. In this new mode of media interaction, alternative media (including graffiti and mobile phone), Internet and traditional media (newspaper, TV etc) play their role respectively, pushing the game with multiple players moving toward multiple winners from different dimensions. Opponents mobilized a range of methods to express their opposition, from SMS campaigns, online

protests, demonstrations at public hearings and letters written by academics, to marches through the streets, despite the government's attempt to remove magazines, text messages and other media with a "magic wand". The joining of traditional mass media eventually made this event well known all over the country, pushing the local government to make up rational decision.

Also, well-educated opinion leaders played an important role. Intellectual leadership on various sides conveyed issues in layman terms and successfully tried to channel emotions into productive outcomes. Rationality and peacefulness in the protest is one of the factors facilitating the final victory of public opinion.

Compared with most studies talking about the role of Internet in political democracy, this study called for the awareness of the power of other alternative media, which may also contribute to the development of civil society and democracy, especially in countries like mainland China where the censorship of online media is more and more severe. No matter whether this event can become a model for rights defense in urban China, the utilization of multiple media, especially alternative media by voiceless public is worth studying and learning from.

Citizens on the web? The Internet and the Promotion of Democratic Practices

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RESEARCH ABOUT MEDIA, democracy and citizenship is often divided between those who, like Baudrillard (1983) and Bourdieu (1998), argue that media have weakened the public sphere, and those who believe that media have broadened, not narrowed, public debate or at least public knowledge about politics and other public issues (Gamson: 2001; Graber: 2004).

Indeed, information flow between citizens and government and among citizens is crucial for building a successful democratic society. Media has always been an effective tool for making information available. Old media have been used to educate citizens about democratic values and participation. However, the rapid development of new information and communication technologies has brought new opportunities to politicians and citizens. Politicians, who need visibility, have another medium to transmit their messages and can test new forms of interaction with citizens. Citizens have available more channels of information and communication, where sometimes they can acquire knowledge without the journalistic mediation, and can interact directly with their government, posing questions and making remarks or suggestions.

Nevertheless, we can start by arguing if the existence of more information and opinions about politicians and policy options in the public sphere is equal to more citizen awareness and involvement in the political process? In this way, the wider questions we address and try to explore in this paper are the following: Can the Internet be an effective tool in promoting democracy and democratic practices? Can Internet be used in advocacy, capacity building, civic education and engagement, as well as already is used as a new vehicle of news and information? These issues are discussed in general, and specifically in the cases of Angola and Mozambique, both countries facing processes of democratic transition representing therefore new possibilities of organizing the public sphere and new opportunities to citizen politics. Furthermore, since in most new democracies, old news media are strongly controlled by political power and new media are still a sort of privilege for only a few, our intention is also to investigate the new media potentialities in reaching general population through opinion leaders and other influent members in their communities. In sum, the main idea is to resort to Angola and Mozambique case studies - through interviews to journalists and politicians and media analysis - as a way to research the internet potential in acti-

vating political awareness and in democratic practices in general.

Deliberation, Visibility and Counter-Publics in the Online Public Sphere – The Case of ONE Make Poverty History

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RECENT YEARS HAVE seen considerable discussion of the internet as a facilitator of counter-publics' transnational protests against dominant discourses. There are two dominant sides to this discussion. On the one hand, the argument is that the internet has provided potential agents of resistance, participatory culture and ethical arousal with a virtual space for sharing information and forming judgement about common affairs; here the internet is a space that facilitates a bottom up democratic process as opposed to the elite role of the mass media, strengthening the public sphere by facilitating discussion and the development of ethical reflexivity. The other side to this discussion argues that the emergence of numerous social movements enabled by the internet's cheap and fast possibilities for communication fosters fragmentation and increasing dispersion.

A paradigm of dialogue and interactivity has shaped computer mediated communication research in a number of ways. For example, dialogue/dissemination dichotomies have informed analyses of social movements focusing on the internet's opportunities for facilitating greater discursive participation and possibilities organising resistance and action. Viewing the internet's potential in facilitating counter-publics primarily in terms of its dialogic features in this way, not only tends towards treating the internet as a homogeneous space, but also disregards the possibilities of disseminative qualities in evoking emotional and cognitive sensibilities in users beyond those already established as hardcore activists. Increasingly, social movements employ several different sites when they promote their causes in the online realm.

Therefore, instead of taking these online spaces and their properties for granted, this paper examines the communicative affordances of different online spaces and of the ways in which social movements actually use these.

Drawing on the case of the campaign 'ONE. Make Poverty History', I examine the different online spaces employed by this social movement in terms of their dual character, as both dialogical and disseminative spaces; It is by exploring the affordances and constraints of how online spaces serve as locations of transnational counter-public discourse that we can begin to compare how such sites may vary as to the opportunities they afford for the creation of public opinion and possibilities for action.

I will argue that this relates to the presence of multiple public spheres and the possibilities these provide for counter-publics to obtain visibility in the dominant sphere as well as a relaxing Habermas' insistence on communicative rationality and recognising the significance of visual modes of expression in an online terrain.

Studying a social movement's ('ONE. Make Poverty History') uses of different online spaces, e.g. YouTube, Facebook and Flickr, the paper compares these sites in a multimodal discourse analysis, in terms of the audio-visual and textual-visual modes the social movement campaign employs to promote its cause. and on the basis of their similarities and differences, engaging in a discussion as to the types of connectivity, ethical orientation and possibilities for reflection and action on the world beyond 'our own' these online spaces make possible.

Developing Theory on Participation and Community Media

A Metatheory and Methodology for Community Media Practice and Integration: Applying Sense-Making Methodology

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SINCE 1986 THE authors listed above have collaborated on applying Dervin's Sense-Making Methodology to communication and media research and practice in multiple countries focusing on goals. What is central from these continuing efforts to this proposed paper is their use of Sense-Making as a foundational metatheory for examining and implementing communication communicatively in any context. These efforts rest on a host of central assumptions. A sampling particularly pertinent to this paper includes:

1. Both research and communication/media design and practice are inherently methodological – both are implemented using “methods” but these methods have a host of too often unstated metatheoretic assumptions guiding them.
2. Genuinely dialogic communication in any context requires a fully explicated metatheory of communication practice that allows the eliciting of what is communicatively normative to the community context but also what is not normative – what is interpersonally unique, born in struggle, decentered, and chaotic.
3. Communication purpose and context do not change this requirement. Communicating in interpersonal and/or mediated contexts in organizational and/or community settings focusing on research or on the design of communication/media systems, procedures, and practices all require deliberate refocusing to include both the center and the margins and the bridges and gaps between.
4. Reframing communicating in this way allows for synergies to emerge between, for example, research agendas and the development of specific frameworks for the design of community participation, media practices, and coherent communicative intersections in between.

This paper will itself be designed applying the Sense-Making dialogic metatheory. The paper will start with a brief description of Sense-Making's metatheory of dialogue. Individual authors will then contribute brief synopses of one of their own projects and a brief commentary on where and how they see their efforts implementing the Sense-Making metatheory and the implications of their results for developing theory on participation and community media.

In a dialogic surround, each author will then be asked to comment on the contributions of the other authors in a concluding

statement on where she/he saw the center in this exemplar dialogue holding and where the dialogue escaped a too facile glue.

The authors will focus specifically on projects that have had implications for participation and community media. These include as examples, projects focusing on:

- building digital storytelling web sites that converge personal histories with community histories and struggles
- understanding how alternative media practitioners emerging from community ranks navigate their roles as observers and participants
- using mediated web-spaces for implementing participatory critical pedagogies
- positioning research respondents as themselves media theorists
- interviewing “citizens” so that their input into policy debates focusing on telecommunication issues is meaningful to them and useful to policy
- implementing peace-making dialogues across highly divided communities
- understanding how fans participate and struggle in emerging web-based fan communities
- interviewing users so that our understandings of how they use mediated systems better informs redesign and improvement developing media literacy interventions that build on user strengths rather than demean weaknesses.

Developing Theory on Participation and Community Media: Reconfiguring the Goals of Social Change in a ‘Digital’ Society

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DEVELOPMENT COMMUNICATION AND its affiliated scholarship are going through a crisis. There is a critical need to expand in new directions and incorporate new ideas to retain the utility of this literature. Concepts of modernization, dependency, conscientization, and participation are no longer the dominant ‘buzzwords’ of practitioners. While these terms and their practice still exist today, they are no longer relevant or sufficient to address all the issues thrown up in a globalized world, especially because of its overwhelmingly digital nature. A number of other factors have also necessitated this reconfiguration of the dominant thinking in this field. These include convergence of new media technologies, global media ownership patterns, vertical and horizontal integration of mainstream media industries, liberalization, the decline of the nationstate, etc.

In that process, they have also given us new tools to address and find solutions for problems of social change and development. Specifically, the collapse of time and space referents coupled with the advent of new communication technologies have changed the world we live in. Some of the ‘buzzwords’ in this ‘global’ world include the emphasis on ‘empowerment’ of the beneficiaries and ‘glocalization’ or to emphasize the power of the ‘local in the global’ while advocating solutions to social issues. What is needed is a paradigm that can mould global thinking and direct scholars to work towards solving this puzzle. This paper will attempt to push the envelope in new directions for the ‘Scholar’ and argue for a reconfiguration of the goals of ‘social change’ keeping in tune with the changing nature of the ‘digital’ world. Some of the concepts discussed will include the role of new media especially at the community level, the building of social capital, and how they fit into a new model of cooperation.

Compromising Community? Challenges to the Normative Concepts and Practices of Community Media

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ALAIN TOURAINE ARGUES that 'our new battles will be battles with diversity rather than unity, for freedom rather than participation' (2000: 304). Community radio is a space that is necessarily contested, both practically and theoretically.

Community radio is a distinctive phenomenon with its own set of conventions, practices and ideological import. It is both a statutory sector of broadcasting complete with technical and policy driven questions around distribution of resources like spectrum allocation and funding, and it is a participatory form of media in practice. It is not a singular designation, but a complex, divergent group of ideas and practices: a political movement in support of a broadcasting sector; an argument for, and example of, media democracy; a reassertion of the value of local communication and ways of organising; a social service and provider of training; a forum for new and diverse kinds of music, sound, news, information and discussion; and a physical place for people in a neighbourhood to come together. In a global context, community radio is increasingly being recognized as supported as a crucial site for minority voices and as an important part of media development.

At the same time, presumptions of heterogeneity and norma-

tivity of "community" itself, remain problematic and largely unexplored in academic discourse around community media. In part because for so long researchers have been in a defensive position needing to justify the validity of the sector. But with increasing recognition of the value of community media in civil society and policy circles, and the growth of a research sector devoted to this field, there are calls for research to push the envelope of community communications even further. 'Community' continues to be one of the most fluid and over-utilised organising concepts, a tension academics and media project organisers openly acknowledge.

This study seeks to build on existing frameworks of community media studies and raises the challenge of how to make sense of commercial, for-profit, minority media that 'feels' like community radio to the producers and audiences but falls outside the traditional characteristics attributed to community media. Are these stations community media? Do the economic challenges of volunteer-run community media pose specific issues for low income and/or minority communities that need to be seen in a different context? Is 'community media' too much of a catch-all? Or, does this ambiguity raised by for-profit media speak to the need for stronger media policies with greater support and protection for the non-profit sector? This study considers both theoretical and practical considerations drawn from case studies of Iranian broadcasting in Los Angeles, Roma media in Eastern Europe, and minority and/or multi-cultural broadcasting in Britain and Germany. This study includes first person interviews, field research, and draws from the existing theoretical frameworks and debates around community media.

Political Communication Research Section

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THE DISCOURSE AND NARRATIVE OF POLITICS

The strategic use of metaphors by North-Belgian elites during the 2007 Belgian political crisis

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AS THE ATTENTION of philosophers, such as among others Aristotle, Plato and later Nietzsche, for the metaphor shows, the use of metaphors in political communication is by no means a new phenomenon. As Derrida (1982: 258) pointed out: 'Metaphor is less in the philosophical text ... than the philosophical text is within metaphor'. As such, it will be argued that metaphors do not merely describe or make the political understandable, but also shape it and can as such be seen as discursive weapons in the 'war of position'. It is surprising in this regard that much of the literature on metaphors does not refer to Gramsci and/or discourse theory. In this paper this lack will be redressed by analysing the strategic use of metaphors by political actors during the 2007 Belgian crisis. A critical discourse analysis of metaphors being used by North-Belgian politicians during the 2007 crisis, will not only allow to identify a number of categories of metaphors, but also their strategic intent. To be able to do this, the complex Belgian political quagmire will need to be contextualised, which inevitably brings into play nationalism as a process of 'othering', whereby the self (in this case the Flemings) is presented as reasonable, dynamic, and well-intentioned, while the other (in this case the Walloons) is constructed as irrational, lazy and not to be trusted. The media plays a mediating role in disseminating, as well as a reproducing, commonly used metaphors, thereby normalising or hegemonising them. Besides this, editorialists are also keen producers of metaphors themselves. The analysis will show that a large part of the North-Belgian elites deliberately frame the public debate in a divisive way, among others through the extensive use of metaphors, thereby polarising the political conflict and making it impossible to find a common ground for political compromise between the different communities that make-up Belgium.

Talking about riots: comparing Chirac and Sarkozy

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NEVER SINCE MAY 1968, had France been in as much trouble as in autumn 2005. Due to a sequence of events, the country was shaken by urban violence leading to a deep crisis that was widely covered by the media.

Mr Nicolas Sarkozy, the then Home Secretary, captured the attention of both citizens and media. At that moment, he was a key figure in the conflict, a magnet for the press with his name hitting the headlines daily.

On one of these occasions, he notoriously declared that he would clean up the banlieues using a Karcher (i.e. a high-pressure water cleaner). Consequently, he was accused of being both the fire raiser and the fireman, (what the French called the *pompier-pyromane*) making the sparks fly while trying to defuse the situation. In other words, he was held responsible for the urban riots and he was keen to put an end to.

Mr Sarkozy's discourse is characterised by everyday language used unabashedly. During the crisis, however, Jacques Chirac, the then French President, was conspicuous by his absence.

Indeed, he only realised the magnitude of the crisis at a very late stage and he remained extremely quiet even though everybody expected him to intervene and calm down citizens.

This paper offers an insight into the significant differences that existed between the communication of Mr Sarkozy and that of Mr Chirac in those difficult times. The study aims at examining whether these specificities also materialise in the rhetoric used by both politicians, and not just in their communication strategies at large. To highlight these specificities and identify the themes used by both figures, we resort to several discourse analysis methods.

From our comparative research, there emerge two trends.

First, while Mr Sarkozy and Mr Chirac share common themes, like national identity, law and order, relief and solidarity tolerance, they are split on other, secondary themes. On the subject of national identity, Mr Sarkozy is always conjuring up concepts like law enforcement, restoration of order and authority, whereas Mr Chirac associates national identity to emotion, pride and the feeling of belonging. It is worth noticing that it is not so much the frequency of a theme as used in discourse which matters but, rather, the secondary meanings apportioned to these themes which help differentiate the various rhetorics used.

Second, their discourses also vary in terms of verb use. The occurrences and frequency of tenses is quite similar, with one exception. Indeed, Mr Sarkozy's rhetoric is characterised by a frequent use of past tenses, the reason thereof being that he likes to justify his decisions by referring to past actions and achievements. Mr Chirac, on the other hand, uses the future, which corresponds to his propensity to make promises.

From collision to compromise: "We are sorry" – one utterance, two interpretations. A discourse-analytical approach to the official rhetoric and the international media coverage of the US surveillance plane collision with the Chinese jet fighter

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DISCOURSE PRODUCES VARIATIONS of reality. Since news stories in the media (re)produce reality, they have been the toy par excellence for researchers in disciplines such as critical linguistics and communication science to analyze how these variations of reality are mediated through the powerful instrument of language. Starting from this premise the present comparative study explores to what extent culture and ideology underlie the narratives about the collision of the US surveillance plane with the Chinese jet fighter in April 2001. As this event and its ensuing diplomatic stand-off between China/US bore the potential of triggering a conflict between two superpowers, it received wide media coverage on an international scale. Our research aims at investigating how factual reality adopts many faces in a reconstructed media reality.

The data for this comparative analysis consists of a corpus of narratives compiled from US, European, Chinese, and Taiwanese newspapers/magazines. For the Chinese newspapers, the focus lies on English-language official dailies (the China Daily, the People's Daily) as well as on the Chinese-language Renminribo. The Taiwanese corpus consists of articles from the English-language Taipei Times, Taiwan News, and China Post. The attention to English-language sources in the Chinese context serves to investigate how they are meant to disseminate certain positions not only to their home audience but also to the international community.

This in-depth comparative discourse analysis of the news stories as well as the official discourse pertaining to these events as reproduced in the media aims to trace certain processes of mean-

ing generation, in particular ideological underpinnings, taken-for-granted assumptions and particular conceptualizations of reality, naturalized as common sense. Drawing on methodologies from linguistic pragmatics and discourse analysis, this study investigates issues such as discursive construction/(re)production of social reality and identity, dissemination of ideological assertions, building/sustaining/undermining of myths, antagonistic portrayals of in- and outgroups as well as hegemonic exercise of power.

The following research questions are raised. Do the narratives diverge in cultural and ideological content and what are the linguistic strategies underlying any dissonance? To what extent is the presentation tailored to a specific audience? Does any dominant ideology emerge in consonance with national interests or foreign policy agendas? What patterns of unquestioned meanings emerge from the texts? Findings show that there are divergences in ideological and cultural perspective shining through the narratives with different degrees of salience. The international stand-off is clearly domesticated in the national media of the two protagonist countries, the US and China, promoting a unified perspective in the national interest. Speech acts in international diplomacy, such as the formal apology demanded by China and the US verbal reaction to this request, are given different official interpretations, which reverberate in the national media of the respective countries.

Understanding the mechanisms of linguistic strategies benefits any language user, either on the productive or receptive side, in particular professionals involved in media and political communication in general. In this respect the study has an interdisciplinary character as it pertains to the areas of discourse studies, ideology critique, political communication, international relations, linguistic pragmatics, media text analysis and sociological identity studies.

Fiction and Politics: a new challenge for political communication

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EN 1999, BLUMLER y Kavanagh publicaron un artículo en *Political Communication* sobre "La tercera edad de la Comunicación Política" en el que apuntaban cinco nuevas tendencias: "imperativos profesionales intensificados, más presión de la competencia, un emergente populismo, un proceso de diversificación, y un salto de los formatos en los que la gente recibe el contenido político". Sobre este último factor, el género de la comunicación política, se afirmaba que la información dejaría de ser el modo en exclusiva de recibir el contenido político para dar paso a la ficción.

Series de éxito como *The West Wing*, *24* o *Commander In Chief* avalan la afirmación de Blumler y Kavanagh. No obstante, la relación entre ficción audiovisual y política ha sido motivo de controversias desde áreas como la ciencia política o los estudios culturales, pero apenas ha recibido la atención de los investigadores en comunicación política. El trabajo que se presenta pretende cubrir esta carencia y aborda una sistematización del estado de la cuestión, que pretende constituirse en un primer paso para investigaciones futuras en el área.

De este modo, cumple con dos objetivos. Por un lado, pretende exponer, desde el punto de vista de la investigación académica y de la práctica profesional, cuál ha sido el recorrido andado hasta el momento en la relación ficción y política, abordando el debate entre las escuelas más críticas y aquellas que hablan de la potencialidad de la ficción audiovisual para explicar los fenómenos políticos actuales.

Por otro lado, se apuntan cuáles son, a juicio de los autores, las líneas que se abren para la comunicación política. Estudios de efectos en las audiencias, de la personalización de la política,

la narratividad o los efectos en la agenda política son algunos de los temas que se establecen.

El estudio de la ficción en política desde la comunicación política supone además un reto metodológico, tanto en la traslación de metodologías hasta ahora utilizadas para el análisis informativo como por la posibilidad de configurar nuevos métodos propios del género. Los autores concluyen con una apuesta por esta línea como un área propia de estudio para la comunicación política.

Political communication through TV institutional advertisement. Narrations of institutional advertisements about state bodies and citizens.

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COMMUNICATION BETWEEN INSTITUTIONS AND citizens is essential in a welfare democratic state. In this sense, institutional advertisement is a prime tool. It plays an important role when creating a public image of institutions, citizens and the relationships among them. This is basically done by means of the narrative structures that are articulated in television advertisements, which are the essential elements of the institutional communication campaigns.

In order to analyze which values about institutions and citizens are mainly represented by institutional advertisement, the research group UNICA (Pompeu Fabra University) has carried out the research project "Social communication strategies of the state bodies through institutional advertisement", which has been funded by the Ministry of Science and Education of Spain.

The methodology used in this study is based on narrative semiotics and it was specially designed for an empirical research about institutional advertisement. It aims to answer questions like:

- Which narrative roles are frequently attributed to public bodies and citizens in institutional advertisement?
- What kind of representation of public bodies and citizens is constructed by the institutional advertisements?

The sample consists of the narrative structures identified in all the institutional advertisements screened on Spanish TV during the period april 2005-april 2006. They can be classified in three levels:

- State level: all ministries and a selection of the main state public bodies.
- Autonomic communities: governments of the following autonomic communities: Junta de Andalucía, Generalitat de Catalunya, Gobierno de Euskadi, Comunidad de Madrid and Generalitat Valenciana.
- Local level: city councils of Sevilla, Barcelona, Bilbao, Madrid and Valencia.

The sample includes 241 TV institutional advertisements, 68% related to state level bodies, 28% related to autonomic communities and 4% related to city councils.

This research analyzes the connections between the current ruling party and the transmitted messages; it also studies the possible links between the goals of the institutional communication campaigns and the representation of public institutions and citizens.

Narrative structures can be conceived as cognitive schemas, which are internalized by the audience. As they imply assumptions in identity construction -in a more or less implicit way- that narrative structures should be carefully analyzed.

As a result, the main prototypical narrations in Spanish institutional advertisement are identified. This allows to reflect on the

possible effects of these narrative frames on the audience's perception about public bodies, social groups and certain social problems. The findings of this research are specially valuable in order to assess the impact of institutional advertisement as an structuring element of social reality.

STILL MARGINALIZED AND TRIVIALIZED? HOW THE MEDIA TREAT FEMALE POLITICIANS

The portrayal of Ségolène Royal in French and German print media during the 2007 presidential election campaign

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THIS PAPER ANALYSES the representation of the socialist candidate for the French presidency, Ségolène Royal, in the French and German print media during the 2007 election campaign. The central research question in this context was whether the coverage of Royal would differ compared Sarkozy and Bayrou in terms of quantity and quality. As shown in many previous studies, women candidates received less coverage than comparable male contenders. But in the past, the media also focused much attention on the appearance and private lives of women candidates or associated them with so called typical female issues as social policy or education. Beside these facts, we also analysed how the French and German journalists rated the personality and the competence of the three candidates. The results showed a relatively well-balanced coverage of Royal on the one hand and Sarkozy and Bayrou on the other hand. Only the findings about the quantity of the coverage and the forms of address indicated a different treatment of Royal and her male opponents. The interest of the French press concerning Royal's private life and her appearance was quite marginal and lower than in Germany. Consistently, the findings for both countries were quite similar. As some other recent studies, the results of our content analysis indicate an almost equal treatment between female and male candidates.

Gendered Media Formats on Campaign Television

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BEING THE FIRST state in the world where women were fully qualified as voters, candidates and actually also elected members of Parliament in 1906, Finland has one of the longest traditions in the world of female participation in elections. Today, Finland has one of the highest percentages of female members of Parliament (42 percent), and more than half of the Ministers in the Finnish government are women. The Finnish female president, Tarja Halonen, was elected for a second term in 2006. With the growing and successful participation of women in competition for top-level political office in Finland also new election campaign programme formats have been introduced on television. Some appeal more to female audiences and also apparently suit female candidates better than traditional election debates. However, the long tradition of women participation in politics has not changed the features of the main campaign television formats, some of which apparently favour a male discourse. This paper discusses how Finnish voters changed their view on the female and male presi-

dential candidates in the last election against the background of television campaign programmes and preference changes among viewers of these programmes.

Resembling Evita or Hillary? Cristina Kirchner and the Argentine electoral campaign for the presidency in the Argentine and the German Press

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THE 2007 ELECTIONS in Argentina have placed Cristina Fernández de Kirchner as the country's first elected female president. The former First Lady is a left-leaning Peronist and enjoyed her husband's popularity. Cristina, like she is often called by media and supporters, shares therefore some features with both the legendary Eva Perón and the US politician Hillary Clinton. The principal candidates of the opposition were the former economy minister Roberto Lavagna and the Christian-socialist Elisa Carrió. This paper presents the results of a content analysis of the campaign coverage in the Argentine and the German press. The purpose of the study is to examine whether the campaign was reflected by the media as a "gender duel" and whether the coverage contributed to the reinforcement of gender stereotypes. Furthermore, the article provides evidence regarding the comparison between Cristina Kirchner and other female politicians. Results show a trend to link the coverage of female candidates to other well-known women in politics. Although the findings do not provide support for a significant gender frame, they validate the assumptions about the presence of typical female characteristics in the media coverage such as the relevance of the appearance. In addition, the discussion focuses on the development and challenges of the role of the woman in Argentine politics.

"Appearance counts": The visual portrayal of Angela Merkel in the German print media during the election year 2005

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MORE AND MORE women have a say in German politics. The number of female politicians in the federal parliament as well as in state parliaments has been rising over recent decades and since 2005, Germany has its first female chancellor. Nonetheless, most political leadership positions are still held by men and Germany is far away from achieving equal representation of men and women in parliament. Just as politics, the media is also still overwhelmingly men's business. Thus, it is important to analyze how the media cover female politicians and whether they still reconfirm traditional gender stereotypes.

This paper presents findings from a content analysis of pictures that were published in two German quality papers, a tabloid, two political magazines and two popular magazines during the year 2005. It compares the visual coverage of the incumbent chancellor Gerhard Schröder and his challenger Angela Merkel who after the election in September 2005 became chancellor.

The findings of the picture analysis can be put in connection with findings from a content analysis of the text portrayal of the two chancellor candidates during the election campaign and thus offers an overall account of the candidate portrayal in 2005.

MEDIA SYSTEMS AND POLITICS

Lottizzazione: the political system and the media in Italy

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REFLECTING ON MANCINI (2006)'s insightful analysis of lottizzazione in Italy (as the practice of sharing positions of power within the public service broadcaster on the part of political parties is called) and building upon existing scholarship on this topic (Padovani 2005), I intend, in this paper, to explore the evolution of lottizzazione since the mid-2000s and analyze the consequences of this practice on the Italian television and political system in light of profound restructuring of the television sector in that country. Given the very fluid current political situation in Italy (including the fall of the center left government in January 2008 and the threat of a third Berlusconi's premiership) an analysis of how the interrelation between politics and the television sector are evolving is of great interest.

Two main elements seem to emerge from initial observations:

- 1) The issue of political interference does not only involve the public service broadcaster anymore, but affects also journalists and media professionals working in the commercial sector;
- 2) The vital level of pluralism that lottizzazione had promoted in its "gold" era of the 1970s and 1980s (Padovani 2005), has been significantly reduced. As the duopoly formed by RAI (the public broadcaster) and Mediaset (the commercial broadcaster) tightens its grip over the television market, and Berlusconi continues to exercise a powerful influence over the public broadcaster, the kind of political pluralism that lottizzazione had helped promoting, has been almost totally destroyed.

The paper will engage the existing literature on the subject, and utilize a wealth of original sources, including in-depth interviews with journalists and media observers in Italy, and archival research of relevant articles on leading Italian newspapers (Corriere della Sera, La Stampa and La Repubblica).

Media systems and the information environment. An empirical study of two liberal and four democratic corporatist countries

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IN ORDER TO express attitudes and act according to their self-interest, citizens need relevant and up to date information about current affairs. In many respects, political relevant information is more widely available now than at any time in history. However, several scholars have questioned the quality and the form of information provided by the news media. Market mechanisms and news criteria are said to provide a poor information environment (Postman 1985, Entman 1989, Patterson 1993, 2000). One of the central fears expressed by European commentators about "Americanisation" of the media is that political information and discussion will be marginalised in a commercial system. In more commercial systems news tends to be broadcasted at an early fringe time, whereas public broadcasting systems have traditionally broadcast the news in the heart of prime time (Semetko 2000, Hallin & Mancini 2004, 280).

Building upon the work of Hallin & Mancini (2004) this paper offers a more elaborate and detailed comparison of the media and political systems in the USA, the UK, Norway, Sweden, the Netherlands and Belgium. The overall aim of the paper is to study how the information environment varies between and within these countries. We will present a cross-national study that investigates both audience ratings as well as how much and when news and other public affairs programmes are offered. Is there reason to argue that the information environment varies according to media systems and other political characteristics of the country? How much do the supply of news and public affairs information vary between public broadcasters and commercial broadcasters within the same country? Applying a most similar design method we also ask if small differences between similar media systems influence the amount of current affairs and news programmes offered to the public.

Increasing political polarization in the Venezuelan media

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AS A RESULT of strong political polarization Venezuela has in short time accomplished two dramatic referendums; the first one in 2004 was about dismissing the president in advance, the second one in 2007 was about changing the constitution. The media have played important roles in both of them, not least as a result of the presidents accusations that some of the TV channels were involved in a coup against him in 2002.

Because of this polarized situation an investigation of the media's political reports was organized as a part of The Carter Center's mission of international observers in 2004. The investigation got a lot of attention in the national media debate, and that led to a new study of the media in connection with the referendum 2007.

In the campaign to this referendum, which was about a radical transformation of the constitution, the TV news in many of the national TV networks failed to give the public impartial information about the different political standpoints. Many of the large networks either broadcasted news that were totally dominated by critical standpoints or were in strong favour of changing the constitution. Just two of the TV channels presented balanced news that helped the public to freely and autonomously form their own opinion in the central questions of the referendum. Four of the TV channels, amongst them two state owned, were so biased that the public got very little impartial information from them.

The results of the investigation indicates that the news were more partial 2007 than they were in the referendum 2004, which was about dismissing president Chavez in advance. Also in 2004 many of the TV channels were severely biased, but since then the polarization has been even more outspoken.

The analysis is based upon quantitative content investigations of the news in the national TV channels the last four weeks of the political campaigns in accordance to the two referendums. In 2004 the study included 1 973 news from the news programmes in five TV channels, four of them owned by private corporations and one owned by the state. In 2007 the analysis was made upon 1 625 news in seven TV channels, five of them private and two owned by the state.

In connection to the investigations preliminary results were presented during the political campaigns at much frequented press conferences in Caracas, Venezuela. In 2004 information was also given directly to the media companies during the campaign. The results also indicates that at least some of the media companies changed their news policies after these preliminary reports. In most cases the news got less biased at the end of the political

campaigns, but in one or two cases the reporting became even more biased after the reports of the preliminary results.

Electoral communication and the European agenda: new campaign practices?

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OUR RESEARCH RELATES to the media output of the elections to the European Parliament in a new EU member state: Romania. Voting for the election of the members of the European Parliament (MEPs) appears to be one of the prime institutional concerns, establishing the new status of Romania, a few months after this country became a member of the EU. But this type of electoral campaign is also significant in terms of political socialization. The Romanian electorate was in a new decisional - or even transitional - context. Similarly, the politicians had to manage a double constraint: first, the legitimation. How to appropriate a "representative" political European identity? Second, the elections to the European Parliament highlighted the question of political performance: how to showcase the alleged Europeanization of the politician? Via what type of campaign could one reconcile "European discourse" (procedural, normative, expert) and electoral communication?

The study that we propose focuses on communication practices mobilized by the electoral machinery of candidates. The two research questions are the following: on the one hand, have European elections led to a concept of electoral marketing different from the current practices in the Romanian public space? As a working hypothesis: is this a matter of an emerging campaign style which would actually update a new genre of electoral communication? On the other hand, what are the uses of the European argument within the discourse of candidates?

The study utilizes concepts issued from the constructivist paradigm and from the qualitative methodology (image analysis, setting analysis, political discourse), supplemented by documentation on the electoral context (media positions of electoral staff, internal communication of the parties, etc.). This analytical frame allows us to study electoral practices and discursive identities, which are revised by candidates and their teams on the occasion of "European" elections.

The analyzed corpus contains the repertoire of electoral communication practices used by every candidate. Here we focus on electoral publicity and on the speeches delivered by candidates in the course of TV-debates. The corpus comprises two candidates who represent two key political parties in Romanian politics.

The analysis involves the following parameters (supposed to have an influence on the construction of the electoral campaign): 1) the use of electoral communication practices (what are the practices structuring the campaign?); 2) the relation between "established political communication" within local public culture and "European discourse"; 3) the discursive construction of the "European argument".

The final part of the study discusses specific elements of the interpretation: 1) the relation between European issue - campaign style - political and media-related imaginary concerning the way Community mechanisms function; 2) a new approach to the Romanian campaign in order to put it into perspective with similar campaigns in other EU member states.

As a main finding of the study, the campaign for the European Parliament stressed the following symptom: the candidates did not approach the impact of Romania's integration into EU on the national public policies. Quite the opposite, they used all electoral communication practices to emphasize the relevance of the European style that had to be proven by a candidate. How to be an

European character" had transformed, as such, in a campaign's priority.

The Press-Politics Connection Reversed: The News Media as Sources for Political Initiatives by Members of Parliament

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AGENDA-SETTING THEORY in its most fundamental form is about the transfer of salience among agendas. Scholars have traditionally investigated the news media's ability to shape, set and transfer the agenda of public discussion about politics. This study aimed at the transfer of salience from the media agenda to the political agenda, defined as initiatives taken by law-makers, members of the national Parliament (MP:s).

The basic research question was: To what extent does the media coverage of events and processes in society affect initiatives in political life? We hypothesized that the Mediatization of politics would tend to make MP:s base their initiatives on the media instead of receiving propositions from i.e. their constituencies or organized interests, thereby boosting the role of the media in the public policy process. The alternative hypothesis was that the combined effect of commercial pressures, fragmentation, and tabloidization have meant a decline in the influence of the media over public policy.

The study covered 15 years of parliamentary bills from private members of the Swedish Parliament, the Riksdag, and their distribution over topics defined by links to the different Parliamentary Standing Committees. Bills were studied during the 1991/92, 1996/97, 2001/02 and 2006/07 parliamentary sessions to obtain a time-series of the prevalence of media quoted as sources of issues or problems needing political attention on a national level.

The Swedish media system, solidly 'Democratic-Corporatist', had changed dramatically before the period under study, notably with the appearance of commercial TV channels, around 1990. During the period, other dramatic changes took place in the country's media scene, e.g. the disappearance of the major Social Democratic newspaper, the *Arbetet*, in 2000, and the restructuring of Swedish news agencies that also took place around the turn of the century - the 'war of news'. These changes were considered potential explanatory factors in understanding changes in the relationship between media and public policy. Another factor was hypothesized to be the political situation in the Parliament: in two of the selected years, the political majority was 'Red-Green' or left-leaning, with the Social Democratic party forming governments, in the other two years the majority was 'Non-Socialist', with coalition governments based on four parties, headed by conservative Prime Ministers.

An alternative way of understanding the results is guided by scholarship on sourcing, focusing on the link between journalists and sources as a way to consider broad questions about journalistic power and autonomy. Sourcing practices has shown to reflect interactions that are mutually dependent and advantageous, often involving political reporters and government officials, trading media exposure for information. The present study reverses the exchange in terms of sourcing and agenda setting - the media themselves are turned into sources.

Results generally supported the hypothesis of a growing mediatization of politics. However, some observations indicated a decreasing level of media influence on some areas of public policy, giving some credibility to the effects of tabloidization on politics in a parliamentary democracy. Finally, recurring themes observed in the public discourse over the period, seemed to be correlated to both the media agenda and to the political initiatives taken in the Parliament.

Public Affairs Consultants – Chance or Threat for Modern Democracy?

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CHANGES IN WESTERN Democracies, e.g. the ongoing dealignment of citizens, the individualization of interest representation and the rise of the mass media as a key factor in the political process, rise new challenges for political communication. Consultants in public affairs are said to meet these challenges in both an effective and efficient way. They are external, commercial agents who assist their clients in the management of relationships with politically relevant stakeholders. Nevertheless, the rise of public affairs consultants also poses the question of their accordance with the principles of modern democracy. What are the consequences resulting from public affairs to democracy? I try to give answer to this general question by confronting empirical data on political consultancies in Switzerland with basic democratic requirements. From republican and liberal theories of democracy I derive two basic normative requirements: participation and representation. In the first perspective, democracy requires the direct and continuous participation of the people in the political decision-process by means of public communication and direct democratic institutions. In the second, the democratic process calls for equal representation and parity of interests. In respect to these normative requirements and the topic in question this presentation will deal with two basic questions: 1) what relevance does the public and direct democratic institutions (i.e. referendum campaigns) have in the framework of public affairs services? 2) does public affairs consulting promote or impede the equality of interest representation with respect to clients? I answer these questions on the basis of empirical data on public affairs consultancies in Switzerland. A representative survey was conducted in order to generate information on the structures of the field of public affairs consulting. The analysis points out three distinguishable fields of service in public affairs consulting: lobbying, political public relations and (election and referendum) campaigning. Whereas campaigning has the strongest public-orientation and emphasises direct democratic institutions, the other two service fields, which tend to be more in the backstage of the public, are generally of higher significance to public affairs consultancies. Furthermore, results regarding public affairs services suggest a structural discrepancy between public political communication and non-public forms of communication (e.g. lobbying), which according to normative democracy theory has to be judged critically. With respect to clients, the results show strong imbalances in interest representation which again seem to have structural reasons. Clients predominantly come from sectors close to the state and the economy. Public administrations, employers and industrial associations as well as business companies are dominating the field. The least significant clients are social movements, citizen groups, employees' associations and trade unions. Overall, there is a clear asymmetry in interest representation along the axes 'political centre-political periphery' and 'capital-work'. In respect to both normative democratic requirements, the results suggest to reconsider the long-standing question as to whether commercial consulting is compatible with the ideal of democracy.

NEW METHODS OF GOVERNMENT MEDIA MANAGEMENT

Public perceptions on Government and its implications for government communication. The case of Spain (1982-2006)

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THIS PAPER ANALYZES PUBLIC perceptions of the Spanish Government. With data from the Centro de Investigaciones Sociológicas (the national institute for public opinion analysis), two linear regression models (with two dependent variables: leadership – the Prime Minister approval – and Government performance) are constructed to apply the theory of the "electoral cycle" to the Spanish case. This theory argues that citizens evaluate following party affiliations more than assessing environmental conditions like the political and economic context. Research question looked at is the following: how ideological (versus experiential) are the Spanish citizens' perceptions of their Government and Prime Minister, and what it means to Government communication?

Following conventional practice (Norpoth, 1984; Citrin and Green, 1986; Ostrom and Simon, 1988; Edwards III et al., 1995; Gronke, 1999; Gronke and Newman, 2003 and Newman, 2004) this paper combines aggregate level studies (looking at aggregate public perceptions from 1982 until 2006) with individual studies (taking different surveys -called "Barómetros" – that the National Centre for Sociological Research conduct every four months to measure the Prime Minister approval and Government performance. The third year of each Prime Minister's mandate was selected). Two regression models – with the two dependent variables mentioned above – were constructed for each year of measurement.

Results show that whether political allegiances explain part of the dependent variables, evaluations on the political and economic context are not unimportant. They also show that the economy does not hold the key to the ups and downs of public perceptions, but other public policies (such as education, health and security) are important too, as well as the Prime Minister's performance at events such as wars, scandals, riots or natural disasters. The public evaluates current and past conditions, punishing or rewarding the Prime Minister and the Government accordingly.

In sum, what this research shows is that public opinion responds to environmental forces, what helps understanding President standing within the public; what these results mean to Government communication is also explored.

Why Political Plumbers Fail – Hyperbole and Hypocrisy in Leak Control

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LEAKS ARE A recurring but problematic aspect of contemporary democratic politics. There is a long-established debate about whether the unauthorized disclosure of information to the media serves the cause of democracy through increasing transparency and accountability, or whether it damages national security and the integrity of governmental processes by invading the proper bounds of confidentiality. Although the sides take contrasting moral stands, they share a common fault in framing the debate too narrowly, considering only leaks by dissident officials against government policy. It underestimates the range and variety of leaks. They are a common tool to advance policy agendas and pursue political conflicts, and may include leaks by government leaders

to discredit dissenters and indulge in misinformation.

The last decade in Australia saw strenuous and partially successful efforts by the Howard Government to crack down on leaks. Some high profile investigations and prosecutions were mounted, and these probably had a chilling effect especially on public servants in their dealings with journalists. In other ways, though, the Government's posture lacked consistency and effectiveness. It displayed double standards in its reluctance to pursue leaks that it looked upon favourably, and its relative zeal clearly was dictated by partisan interests rather than any principles of governance. Moreover in disputes at its highest levels and in its strategic use of leaks to pursue opponents or advance ulterior agendas, the Howard Government was at least as active in covert disclosures as any of its predecessors.

Beyond double standards, another problem inherent in attempts at leak control is ambiguity. The attempt to codify and regulate the diverse and fluid interactions between journalists and political actors is bound to fail. While it is possible to outlaw whole groups of people from having contact with the media, for those in regular contact a range of behaviours commonly arises, which is ripe for misunderstandings about what can be reported and in what form. The variety of ploys and charms that journalists use to extract information cannot easily be catalogued let alone controlled.

This paper outlines a range of cases over the last several years in Australian politics of prosecutions, of official passivity, of the expedient use of leaks and briefings by those who at other times decry them, and of a range of ambiguous and contested situations that generated political and professional controversy.

The issue of improper disclosures is an important one, as several recent Australian cases have also demonstrated in terms of invasion of privacy, for example. Nevertheless the grounds for consensus and effective action are limited, and there is not likely to be any finality about codes or controls. Both leaks and attempts to control leaks are going to remain central and contentious features of democratic politics.

Who Framed Sócrates and how? Blog and the press colliding with the Prime Minister

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THIS ARTICLE ASSESSES the political crisis caused by the 2007 media coverage over the Portuguese Prime Minister's academic degree which marked the end of the honey moon period between the press and José Sócrates.

Through the instrumentality of this study case I make a critical assessment of a number of issues raised in current literature. Apart from dealing with a national political reality and press system usually overlooked in the literature, this work also comprises an extraordinary example of press management attempt overtly assumed by the governmental authorities. Furthermore, it constitutes a revealing example the inter-media agenda setting dynamics in the coverage of press scandals between the first and second media ages. More importantly, this study has other major implications for the field of research of the communicative responses to crisis situations. In this respect, it aims at elucidating the blame avoidance strategy adopted to restrain further adversarial media reporting which castigated the Prime Minister. Lastly, the present work proposes an original adaptation of framing analysis to press scandals. Against this background, an analysis of the substantive frames of the Portuguese daily and weekly written press coverage is adopted so as to determine which of those prevailed in the reporting and favouring what side of the story - journalistic investigation or governmental reaction.

The 'Unigate scandal' is an elucidating and innovative exam-

ple of the Portuguese daily and weekly press taking its cues from a blog. What is more, not only the "Do Portugal Profundo" triggered the story in the first place, but when it went mainstream following a referential daily (Publico) coverage, the blog also regularly checked the accuracy of the investigative reporting preventing any orchestration or shaving of the truth. The findings of the episode surrounding the academic file of the Prime Minister also confirm the tendency of the press coverage in becoming increasingly crucial to the success or failure of any power holder, a sort of arbiter of political success. The 'Unigate' scandal was depicted in the Portuguese press as a failure of the spinning and propaganda apparatus of the Sócrates' Cabinet which showed incapable to prevent the media coverage, despite some extraordinarily overtly assumed news management attempts, and unable to come up with a quick public reaction. This study elucidates the Portuguese Prime Minister's late employment of the blame avoidance strategy combining both the denial and excuse communicative responses to restrain further adversarial media coverage and to protect his image and reputation. The 'below the line' news management attempts and preventive spin promoted out of the sight of the public proved unsuccessful. The Prime Minister's 'above the line' reactive communicative responses (comprising blame avoidance techniques: justification, excuse and denial), on the contrary, despite not fully prompting the desired and expected effect, did manage to put into a stand by mode the scandal that had dragged for months in the press.

The Public Perception of E-government: An Online Public Discourse on E-government in Taiwan

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THE WIDESPREAD INCREASE in access to advanced information communication and technologies (ICTs) has changed politics and civic relations between the government and the public and has made this a propitious moment to discuss the subject of governance as an act of two-way political communication. Among various applications of ICT, e-government has been invented to improve democratic governance. When the policy makers plan e-government initiatives, the extent to which people understand plays an important part in the process of governance. The policy makers need to take into account what ordinary people think of e-government and how they perceive it. If ordinary people have different perception of e-government initiatives from the public makers, will such a divide become problematic?

This paper aims to discuss to what extent the public understand e-government and analyze the capacity of lay people who have a significant interest in e-government issues to involve themselves in a setting of online communication in the case of Taiwan. The questions are asked: what level does the public perceive e-government? Moreover, can the public engaged in e-government conduct itself in good faith so as to reach the great promise of democracy? When the Taiwanese government loudly vaunted its success in e-government assessed by several global e-government studies, however, does the public in Taiwan show as much passion for e-government as the authority does?

This study deploys discourse analysis as the main research method to assess the online public discourse on the service quality of the government portal site. The materials are drawn from 153 articles in an online event regarding calling for people's opinions on e-government portal in Taiwan. In order effectively to analyze the online discourse, four categories were created for coding: design, use, evaluation and other.

From the online discourse on e-government, the content obviously lacked 'heterogeneity' in some ways. E-government users in Taiwan have been informed only about limited aspects of the

service. The homogenized content at once explains and perpetuates the superficiality of these people's e-government literacy and implies propagandist intentions on the part of the government. Moreover, e-government barely convinces its users that it will help them take part in policy making. People in Taiwan are not aware of the importance of the consultative side of e-government. They have had no sense that their participation in the online consultative mechanisms of e-government might be effective. Therefore, this study argues that e-government in Taiwan has a modern format, but lacks political efficacy, since it lacks the mechanisms through which the people can affect public policy. The government allows citizens only to consume the services of e-government under its control, particular

ly regarding information. Consequently, e-government is likely to be used as an alternative channel of disseminating government information, so as to reinforce the possibility of utilization for propaganda. This makes e-government only an alternative tool for propaganda with a beguiling mechanism of democracy.

eFез: Strategies for local E-Government

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IN RECENT TIMES Moroccan political leaders, public servants and academics have been concerned with the question of what constitutes "good governance", and how can it be achieved? To improve public sector's efficiency, Morocco has been heading towards decentralizing administrative procedures making them less bureaucratic and more flexible, consultative, result-oriented and proactive from the bottom to the top to deliver services to the citizens at large. Over the past five years, the digital revolution has helped Morocco to make a great leap forward in good governance by means of local e-government. This paper investigates how Internet technologies are being used for comprehensively modernizing local government and assesses efforts to create efficient and user-friendly electronic government at a local and municipal level. The paper works on a case study "Fez eGovernment Project" that has won a number of national, regional and international awards, including the 2007 United Nations Public Service Award. The paper examines the adoption and implementation strategies and conditions of the local e-government within a context of a developing country in a democratic transition and its potential impacts in creating best managerial practices. The chapter aims at demonstrating the external barriers and internal challenges to local e-government, taking into account the managerialist and institutionalist view of the concept of governance and public administrations, without ignoring the interactions between citizens, political representatives and administrative machinery making policy-making processes open to public input, a critical emerging criterion of modern public administration and good governance in the 21st century Morocco.

MEDIA INFLUENCE IN ELECTION PROCESSES

'Have your say' and then what? Civic Engagement, BBC News Online and the 2005 UK General Election

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THE BBC DEFINES its role in General Elections by drawing on its public service principles, stating that 'news judgements at election time are made within a framework of democratic debate' (BBC Producers Guidelines of 2005). Moreover, in relation to new media services, the BBC Statements of Programme Policy for 2005/2006 devotes an entire section to 'democratic value', asserting that their 'news and information service will be aimed primarily at creating democratic value and civic engagement' (BBC, 2005:40). The Have your say section can be considered as an attempt by the BBC to empower citizens to not only make an informed choice about their voting preference, but also to have a degree of influence on public debate.

This paper is concerned with the Have your say section of the BBC's Election 2005 site, which offered citizens a space to express their opinion during the 2005 UK General Election. In particular it will explore the dialogic interaction within these interactive elements and assess the extent to which they did, or could have, served as an online public sphere during the campaign. Specifically the chapter will address the BBC's commitment to 'democratic value and civic engagement'. The chapter will explore the extent to which the BBC defined and controlled the topics and parameters of debate, thus restricting the framework in which citizens were able to express themselves and engage in deliberation.

Most importantly, the paper will provide a qualitative analysis of the dialogic interaction between the debate introductions and the associated comments, and between authors of the comments themselves, to critically evaluate both the nature and quality of deliberation that took place. That is, the analysis will seek to establish qualitatively the extent to which citizens were engaged in a form of deliberation, or in a parallel expression of opinion without any consequence to their own or other's reasoning on the given topic.

Research indicates that only a small minority, just over 10%, visited election websites to ask questions and discuss issues during the 2005 election campaign (Ward, 2006:12). However, the relatively low adaptation of these features at the time does not negate their importance in offering opportunities where democratic debate can take place. Indeed the Have your say section can be considered as an attempt by the BBC to empower citizens to not only make an informed choice about their voting preference, but also to have a degree of influence on public debate. Arguably, it is important to critique such features in their infancy to ensure they are developed further and continue to play an increasingly important role in facilitating deliberation among citizens.

The Have your say section attracted a significant amount of activity with 7,086 replies published across 67 pages. The research centers on a critical analysis of these citizen contributions and the BBC's debate introductions, contextualised by a critique of policy documents and interviews with members of the BBC Interactivity team.

The Dynamics and Quality of Election News Coverage. A Longitudinal Study of News Coverage of Swedish Parliamentary Election Campaigns 1979-2006

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TODAY'S CITIZENS WAIT longer and longer to decide upon which party to vote. Analyses of voter behavior consequently show that a growing share of voters decide which party to vote for in the week before Election Day, and that many wait until the very last days. This trend has been apparent for a long time, not only in Sweden but also internationally, and it highlights the importance of studying the dynamics and quality of election news coverage - the most important source of political information for most people - during the course of election campaigns.

From the perspective of democratic theory, the media should facilitate the electoral process and convey information that is relevant for decision-making among citizens. But the media should also, in addition to this basic informational function, engage and mobilize the public. The media thus have both an informational and a mobilizing function within the context of election news reporting. Taking these two dimensions into consideration, this study focuses on the dynamics of Swedish election news coverage across nine parliamentary election campaigns in Sweden and whether the quality of election news reporting increases or decreases as Election Day approaches. The study is based on a quantitative content analysis of broadcast news in Swedish national television and daily press during the last four weeks of the national election campaigns from 1979 to 2006. The analysis includes a total of 36,000 stories/bulletins.

The Construction of Voters in the Spanish General Election Campaign of 2008

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RESEARCH WORKS IN political communication have often dealt with the messages circulating during electoral campaigns, the image of candidates, or the strategies followed by political communication professionals so as to get their messages through the media. Some other works, instead, have focused on the voters, either by examining the consequences political communication has over citizens' participation in politics or their disengagement, either by stressing the importance of identifying the needs, the desires and the aspirations of the electorate for designing properly marketed campaigns. However, research has paid less attention to the way voters are addressed during electoral campaigns or to the construction of the electorate through the media.

Following a social constructionist approach according to which "the way citizens -either as individuals or as members of the public- are portrayed on the news media helps to shape what it means to be a citizen in a democracy" (Lewis et al., 2005), this paper aims at examining how voters were constructed in the messages of the Spanish General Election of 2008. Drawing on discourse analysis of the political ads and the coverage of the main Spanish newspapers (El País, El Mundo, and Abc) during the campaign for the Spanish General Election of 2008, this paper will offer insight regarding the construction of citizens as political subjects, the presentation of voting as a rational / an emotional act, or the construction of an engaged / cynical electorate.

Media and Politics in Developing Democracies: The Role of New Media During the 2008 National Election in Malaysia

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THIS STUDY WILL investigate the impact of online media during Malaysia's next national election, which will be held in March or April 2008. Based on a survey of about 800 adult respondents from the Kuala Lumpur metropolitan area, the study will analyze the potential effects of new and traditional media use on voters' political knowledge, attitudes and voting behavior. Because Malaysia's mainstream press and television is controlled by the ruling party and provide only limited and biased coverage of the political opposition, this study will focus on the political function of Malaysia's "alternative" media that are available through the internet. The study hypothesizes that Malaysian voters who utilize the internet to obtain their political news will be (1) more knowledgeable about the campaign issues and candidates, (2) more politically active, (3) more outspoken about their political views, (4) more critical of the ruling party, (5) and more likely to vote in the 2008 election.

In order to estimate the political impact of online media in the 2008 election campaign, respondents will be asked to specify their use of traditional/mainstream (newspapers, television, radio, magazines) and new/alternative (online news, blogs and chat-rooms, social networking sites) media. In addition to measuring the impact of mediated communication about politics, the study will also assess the potential effects of interpersonal communication, which might boost or limit the media's influence. Furthermore, the survey will include questions to determine respondents' level of political knowledge (issues and candidates), their general attitudes toward the main political candidates (perception of competence and likeability), their level of political activism (interest in politics and election, participation in political campaign, likelihood of voting, etc.), their willingness to speak publicly about their political opinions, their attitudes toward the ruling party and the current prime minister, and their attitudes toward the current level of democratization in Malaysia (general satisfaction with democracy in Malaysia, perceptions of a free or restricted 2008 election campaign, and evaluations of the mainstream media's performance during the 2008 election).

To judge the quality of the 2008 election coverage in the Malaysian media, the authors will also conduct a content analysis of political news during the final weeks before the election. A comparison of election news from the mainstream media (newspapers and television) with election news from "alternative" online sources will allow the authors to substantiate their assumption that Malaysia's online media provide more diverse political news - and, as a consequence, should have a larger political impact than Malaysia's government-controlled mainstream media.

Coverage patterns of Korean media on the 2007 presidential election and their meanings in Korean society: Selection for economic capability or against ethical morality?

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THE PURPOSE OF this study was to investigate coverage patterns of the Korean media on the 17th presidential election and their meanings in respects of polity, morality and ideology in Korean society. During last 10 years, Korean presidency has been taken by liberal and progressive political leaders. But, at 2007, Korean voters chose a conservative-oriented leader with full of economic experience but many doubts of moral and ethical issues.

The author constructed research questions as follows: 'what were coverage patterns of Korean media on the 2007 presidential election?' 'what kinds of things they tried to point out in covering the presidential race?' and 'what were meanings in Korean society politically, morally and ideologically?'. He collected three NPs and two TVs coverages on the presidential race from Jan. 2, 2007 over Dec. 19, 2007, the voting day to Dec. 31, 2007. He analyzed whole of news items with semiotic analytic methods and discursive research methods.

As results of this study, it was firstly found that the Korean media tended to cover the presidential race under dichotomous structure of 'economic capability vs. ethical immorality' conflict'. Secondly, Korean media were clearly and sharply divided into two groups in the respect of their ideologies and political favors. That is, conservative media tended to cover mainly a strong presidential candidate with conservative ideology of the oppositional party positively, while liberal media did him so negatively. The opposite coverage pattern for the candidate of ruling party's also happened simultaneously. Thirdly, many of Korean media narrowly focused a very important factor for the next presidency as 'capability of developing economic situation', while a few of them did it as 'moral purity'. Fourthly, comparing with media coverages of previous presidential elections, they tried to avoid a discourse about immorality conflict among presidential candidates but to develop a discourse about economic recovery among them.

In conclusion, it was evidently indicated that the selection for next presidency would be affected very strongly by media coverage tendencies. It should be discussed more academically as well as politically.

The Surge of web 2.0 in political communication

New media and political efficacy : an old question with a new approach

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MUCH POLITICAL EFFICACY research since the 1960s has used survey work and experimental analysis to locate convincing chains of cause and effect between exposure to broadcast media and an individual's sense of political efficacy. The research to be reported offers a distinct departure from traditional approaches to political efficacy; indeed, through a complex research design that

adopts a constructionist approach, the paper challenges existing understandings of that which is taken to constitute 'the political', and the part that new forms of communication play in political activity.

Using data drawn from our massive longitudinal nationally representative panel study of 6,500 household - recruited in late 1996 - to track public opinion and the use of existing media and emerging digital technologies, then the examination of the questions relating to political attitudes and information technology revealed a change over time in the manner in which the political was framed. Interrogating responses to questions that connected with issues of political efficacy, the picture that emerged was one which brought into question the idea of political participation as classified by political communications scholarship. The data suggested that the use of formal definitions of political activity favoured by political communications researchers, such as voting behaviour, was to overlook how people themselves viewed political activity. That is, 'imposed' measures of political activity did not capture what people themselves considered political activity to entail, nor offer adequate measures of political engagement.

It was thus decided to augment the survey data with intensive qualitative fieldwork to examine not simply belief about the responsiveness of institutions and authority to people's political demands, but to examine how people constructed the world in terms of political content and action. In June and July of 2007, seven focus groups were conducted in the North of England spread for age, socio economic status and gender, along with Internet usage.

The paper will present the findings from these focus groups concentrating in particular on what we have termed, 'confidence building devices' in the development of political efficacy. A crucial finding for confidence in national political organisations' responsiveness to a person's demands was the feelings of confidence in their ability to exert authority within their local environment. Evidence will be presented as to how such feelings of control were generated, but what emerged most strongly was the manner in which political activity was defined. Indeed, examination of how people discussed the mundane of existence revealed a wide conceptualisation of what to act politically meant. We will discuss this finding in detail in terms of its theoretical implications for how political communications address notions of efficacy, and also for what new forms of communications, such as the internet, might mean for approaches to understanding political activity.

Effects of Political UGCs on the Viewer's Attitudes towards the Candidate and Politics: The Moderating Effect of Political Knowledge

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WITH THE RAPID growth of the Internet, political UGCs (User-Generated Contents) have received much attention recently due to their possible impact on election campaigns. UGCs have been hailed as a strong force that could reform the current election campaigns which heavily depend on mainstream media. That is, political UGCs have a strong potential to function as a new channel for citizen participation and shift power downward from nation-states to individuals and private groups. Furthermore, it has been hoped that UGCs will significantly enhance the diversity of opinions since UGCs offer an unprecedented real-time, real-life window on the election and politicians from a variety of viewpoints. On the other hand, there is a growing concern that UGCs may deepen or solidify what we call "entertainment politics" and cause voters to yearn for an emotional connection with politicians in a "kitschy" way. However, either side of views cannot be substantiated without

clarifying the nature of the effects political UGCs have on their viewers.

In order for a more complete understanding of the effect of political UGCs, the viewer's political knowledge needs to be taken into account as well. A viewer's political knowledge has been repeatedly shown to play a key role of moderating various media effects in political communication research, and political UGCs would not be an exception. For this research, it is hypothesized that political UGCs would have different effects for those who have a high-level political knowledge and for those who do not.

To investigate political UGCs' effects on the viewer's various political attitudes and the moderating effect of the viewer's political knowledge, a 2 (UGC type) x 3 (the viewer's political knowledge) between-subject design experiment has been conducted (N=180); Two negative and two positive UGC clips were produced about a fictitious political candidate. The level of participants' political knowledge was also measured, and participants were classified into 'high,' 'medium,' and 'low' political knowledge groups depending on their scores. After viewing a randomly-assigned UGC, the viewer's various political attitudes of the participants were measured, including preference and voting intention for the candidate, criteria for voting decision, and willingness for political participation. In order to assess the duration of UGCs' effects and to detect any changes in the effect over time, the participants were asked to answer the same questionnaire after one week.

Preliminary analyses of the data demonstrate that UGCs' significant influences on the viewer's preference and voting intention for the candidate, willingness for political participation, and the criterion by which they make their voting decision as well. Political knowledge, on the other hand, affects the viewer's voting intention for the candidate only. We anticipate that further analyses of the data will render a more complete understanding of the mechanism through which the viewer's political knowledge moderates the effect of political UGCs. Given the limitation of generalizability that stems from the current sample composed of college students, we plan to continue the experiment with an additional sample that is more representative of the general population. Once the complete data are collected, the temporal aspect of the effect will be also examined. The theoretical implications of the results will be discussed in light of political communication in the interactive media environment, and ways to establish a political system in which political UGCs can actually facilitate democratic processes will be suggested.

Politics in the age of YouTube: digital communication strategies in presidential elections in the US and parliamentary elections in Italy and Spain

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THE AMERICAN PRESIDENTIAL election is in full throttle. And it leaves no doubt about what is happening in political communication in the US: Information and Communication Technologies (ICT) are taking over campaign operations. In Italy and Spain, the recent parliamentary elections have also proved that digital communication strategies are increasingly dominating political marketing.

In this paper, I present the results of a content analysis study on the use of ICT in political campaigns, in Europe and the US. I look at various digital media platforms used by political organizations and candidates, in order to apprehend the trends of evolution in information management. For my study, I chose the recent presidential elections in the US, and parliamentary elections in Italy and Spain.

In the US primaries, Democratic Senator Hillary Clinton announced that she was forming a presidential exploratory com-

mittee via YouTube. There she promised that, using live online videochats, she would enter each voter's home. Other candidates, including Republican John McCain and Democrat Barack Obama, also dedicated a lot of money and effort on digital communication strategies.

In Spain, conservative leader Mariano Rajoy used the Net to personalise his contact with voters, trying to keep up with the investment that the Socialist Party of Jose Luis Zapatero had made in new technologies for this year's parliamentary election. In Italy, political parties have also developed innovative formats of individualised campaign initiatives, revealing a new era in the use of digital media in political marketing.

My research reveals that American politicians are much more evolved in the use of digital communication strategies than their counterparts in Europe. However, there is a similar trend of evolution in the adoption of ICT as major instruments of campaign.

The ability of political marketing to respond to new challenges in the information society has been exemplary (the same pattern could be observed in the near past, when political spin doctors introduced the use of "sound bites" in the political speech to adjust it to mass media formats). This research allows me to argue that, in a near future, political marketing will have a key role in changing the media and communication paradigm. And the new paradigm will support a much more participated relationship between politicians and voters.

My point is that politics has definitely entered the era of individualization. The paradigm of mass media shows evident traces of erosion. We can foresee models of personal rapprochement between voters and elected officials, announcing the fading of traditional political rallies. And even television debates will be complemented by interactive modes of action in digital platforms, which will instantly monitor reactions of the audience and vividly expose ideas of the commentators (who can be any one of us).

Political communication in the new era of interactivity: "YouTube" Utilization in political campaigns

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HAVE WE ENTERED a new era in political communication where interactivity tends to replace old "one dimensional" communication models promoted by television? The discussion for the potentiality of Internet towards new participatory models is not new. It was enriched recently, though, at least regarding Greece, during the last National Elections, in September 2007. SKY TV channel has proposed a way of direct participation of citizens to electoral procedure. Citizens had the opportunity to direct communication with politicians by uploading their videos to the website www.youtube.com/skaidebate. The TV channel has also offered a van with mobile Internet connection, situated in a different location every day, in order to facilitate citizens with no access to Internet to pose their questions, preventing in this way any possible arguments regarding the "openness" of the attempt. A specific broadcast named "SKY YouTube-Debate" that took place five times during the electoral period, has invited politicians-speakers from all political parties addressing them the uploaded video questions. Each politician was answering two or three different questions depending on time.

The paper, in the first place comments on the political aspects of the "SKY-YouTube-Debate" procedure highlighting some of the basic characteristics as they have occurred in the broadcasts. Following, we will analyze the communication model that this procedure imposes basically by challenging the one-dimensional communication of "traditional" television under the new technological circumstances. In the end, we will proceed to critical estimations and evaluations of the possible impact of this new form of politi-

cal communication to politics and to citizens in general and how new paths of democratic procedures are proposed. Our conclusions take into account that we should re-appreciate TV as a medium of political communication and the collaboration of Internet and TV technologies, in forming a new role to electorate.

Another aspect that will be analyzed in parallel, is how the concept of citizenry is really promoted or not by such innovative participatory models. As it is clear the majority of participants were new citizens, new voters, people that were "Internet literates". In this sense interactivity is not always synonym with participation since in the information age specific skills are acquired for this kind of political participation that are still not an "asset" for all citizens. Certainly, efforts like the above enhance participation and transition from passive televised politics to a new concept of television and political communication where participation takes place. We should not overlook and underestimate though, certain aspects and preconditions that should be fulfilled in order such challenges to include and not exclude citizens.

A study of the Innovation Resistance of Candidates' Web Sites & Blogs

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THE BLOOMING USE of Internet as an election campaign tool has been the most widely discussed media issue of political communication since 1990's. As a novel technology in the age of information super highway, Internet has become a fancy vehicle that delivers campaign messages to the voters by taking multiple paths such as web sites and blogs.

However, no matter how the efforts has been put into making those Internet campaign messages as appealing as possible, studies show the number of visit to the campaign web sites and blogs are relatively low in Taiwan. The ignorance of the new campaign tools on the Internet drives this research to comprehend the behavior of such a resistance.

In the past, many studies concerning technology adaptation paid more attentions to the aspect of "innovation diffusion" rather than the dimension of the "innovation resistance." To further understand the phenomena, this study integrates ideas derived from the Technology Acceptance Model and the concepts of innovation resistance to find out the factors that influence voters' resistance of candidates' web sites and blogs. In addition, this study also identifies the factors that might impact the acceptance of the same technology in the future.

A focus group discussion was applied in the pretest in order to extract the possible factors that might influence voters' resistance of innovation. A questionnaire was constructed according to the results of the pretest and the suggestions of prior literatures. Finally, an online survey was conducted, which resulted in getting a sample of 608 voters of the 2006 Taipei & Kaohsiung Mayor Elections in Taiwan. The data was then analyzed using factor analysis and multiple regression analysis.

Results indicated that image barrier, habitual conflict, value barrier/perceived usefulness, compatibility/perceived ease of use, and awareness were the factors of voters' resistance in using candidates' websites and blogs, and only the first four factors had significant impact on voters' intention to approach the same technology afterward.

Believing the Blogs of War? How Bloggers and Blog Users Compare on Credibility and Characteristics in 2003 and 2007

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THE WAR IN Iraq provided a huge boost to the credibility of the fledgling blogging community (Hamilton, 2003; Hastings, 2003) because Internet users found that blogs provide more personal insight and more thoughtful analysis of the war than the traditional media (Bedell, 2002; Hebert, 2004; Reynolds, 2004). Therefore blogs were touted as a genuine alternative to mainstream news outlets (Johnson & Kaye, 2007; Kaye & Johnson, 2004). At that time only 4 percent of Americans got news about the war through blogs (Rainie, Fox & Fallows, 2003), and the war itself enjoyed enormous support as three-quarters of Americans applauded the decision to send troops to Iraq (Jones, 2007).

Much has changed in the last four years. As the mission in Iraq has shifted from toppling Saddam Hussein to maintaining a fragile peace and prop up the Iraqi government, support for the war has plummeted – more than 6 in 10 Americans now judge the decision to send troops to Iraq as a mistake (Jones, 2007). The number of blogs has skyrocketed as a conservative reaction to what was perceived as sympathetic mainstream news coverage that focused on American bombings and anti-war protests (Kaye & Johnson, 2004; Reynolds, 2004), and the percentage of those who read blogs has jumped to 39 percent (Pew Internet, 2008). The popularity of blogs paralleled a growing distrust and dislike of the traditional media (Hamdy & Mobarak, 2004). While journalists once sniffed that bloggers were "more hype dished out largely by the unemployable to the aimless," (Rothenberg, 2004) mainstream journalism has increasingly co-opted the blogging movement by creating their own blogs (Eveland & Dyiko, 2007; Lawson-Borders & Kirk, 2005).

The purpose of this study is to compare changes from 2003 to 2007 in blog use for information about the Iraqi War. The most current online survey was conducted from April 23 to May 22, 2007 to discover the degree to which ideology and other characteristics of war blog users have changed since 2003, when the authors conducted their preliminary survey. This study will also compare blog users' judgments of credibility of blogs for war information in the wake of the tremendous growth of blogging during that time, the overall shift in blog users from conservative to more liberal, and the decline in support for the war. Finally, this study will examine how well demographic, political and media reliance measures predict war blog credibility and compare the findings with the 2003 study.

Specifically, this study investigates how much blog users rely on blogs for war information and how credible they deem blogs, and compares the findings from two online surveys that were posted in 2003 and 2007.

More specifically this study will address the following questions:

1. To what degree do blog readers rely on blogs for information on the Iraqi War? Has reliance changed between 2003 and 2007?
2. How credible do blog users judge war information found on blogs? Has credibility changed between 2003 and 2007?
3. Has the political ideology of blog users changed between 2003 and 2007?
4. To what degree have blog users demographic (gender, age, education and income) and personal attributes (involvement knowledge and interest about the Iraqi war and general news, and self-efficacy and political trust) changed since 2003 and 2007?

CONSTRUCTING THE PUBLIC SPACE FOR THE CITIZEN SPEECH

Between Markets and Politics: Online Mediation of Political Consumerism

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TITLE: THIS PAPER aspires to clarify several concepts relevant to the contemporary relationship between markets and politics. It broadly discusses various aspects of the politicization of consumption and then focuses its analysis on the concepts and phenomena of political consumerism, ethical consumption, the ethical consumer and the citizen consumer (cf. Friedman, 1999; Nava, 1991; Scammell, 2001; Goul Andersen and Tobiasen, 2004; Micheletti, Follesdal and Stolle, 2004; Stolle and Hooghe, 2004; Ferrer and Fraile, 2006). This is an attempt undertaken in order to conceptualize political participation in the 21st century, as well as the role of the media in enhancing, supporting, silencing or erasing such participations. The basic questions addressed are 'how can we approach the phenomenon of political consumerism and its mediation in online environments?' and 'how 'political' is political consumerism?'

There are two theoretical levels of approach to the politicization of the market in this paper. First, the concept of political consumerism is delineated, placed in context and interrogated with regards to its political or apolitical nature. The mediation of this phenomenon online is explored in several case studies from the coffee activism (i.e. fair trade movement) scene (cf. Nicholls and Opal, 2005; Jaffee, 2007). Second, the analysis focuses on ethical consumerism, ethical consumers and the availability of 'ethical' coffee. This is a paper about a paradox; the phenomenon of political consumerism as one constantly shifting between two arenas, that of markets and that of politics. This is a work in progress and part of my PhD research.

What room for the citizens speech in France? From "participatory debates" to "bling-bling" presidential communication

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DURING THE 2007 French Presidential Campaign was clearly emphasized the fact that there was a strong popular demand from the citizens, to take part to the political debates and to the national or local decisions. This came after the popular success in recent years of "participatory debates", organized by town halls, regions, and then, political parties.

This brings out the question of political communication itself and its own narrative universe: may we still speak about an autonomous speech of citizens? Or, shall we consider that this kind of speech stays within the political framework determined by the political class as a whole?

A year after, the excesses of elected President Nicolas Sarkozy spin have given it a nickname: "bling bling" communication. Some consider that his pattern of communication is only the trade mark of his way of systematical trying to reshape the day to day media agenda. Some categorize it as an after effect of the "participatory debates" phenomenon.

We will then try and evaluate if the new room apparently given to the citizens speech encompasses indeed a change in the Public Space and, in parallel leads to a new definition of the citizens and their political ability, or if it is only a makeshift token of a new kind of political spin.

Public Space in Theory and Reality: the Case of the Internet

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THIS PAPER EXAMINES the legal status of public space and speech rights on the Internet. I review and analyze court cases that have addressed whether public forums exist on the Internet and thus whether the public has any speech rights in this medium. Analysis of the legal treatment of public spaces online reveals a gap between normative democratic theory and actual practice surrounding public space and serves as a caution against rosy predictions that the Internet will invariably function as an ideal site for democratic communication. The cases examined here show that public forum law has not recognized public space on the Internet. Moreover, public forum law's failure to protect public space online constricts opportunities for communication policies that seek to bolster public spheres of discussion or protect even limited rights of access in this medium. I conclude with a discussion of the alternatives available for recognizing and creating public spaces online.

How Is the Protest Possible in the Age of Internet? A Study of Semi-online Protest Social Movement in Mainland China

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COMPARED WITH SOCIAL movements in the Western democracies which are bottom-up, autonomous, and well-organized by citizens, Chinese social movements traditionally are under strict control of the one-party state, particularly after the June 4th Protest in 1989, and are mobilized in a top-down way. The regime is sensitive to citizens' ability to have organizations and the freedom of network for mass mobilization. With the introduction of the Internet, there are heated controversies raised about such new media's influences on society and politics in Mainland China. Some believe the Internet would empower individuals and promote autonomous social activities, while others argue that the Internet does help the state surveil and control the society.

The current study chooses a case of semi-online environmental protection movement in a Southeastern city in China to explore the status quo and possible pattern of Chinese social movements nowadays. Haicang PX project is the name of a chemical factory plant which was being built early last year in the city of Xiamen. Warned by an expert's report stating that the project will emit pollutants, thousands of Xiamen residents took to the street to protest against the government's approval of the construction of the plant on June 1st, 2007. In this incident, all traditional mass media are silent under the official pressure, meanwhile, a key weblog hosted by a Southern newspaper columnist, together with other blogs and online Board Bulletin Systems (BBS), did facilitate the mass mobilization. By the end of 2007, the provincial and municipal government bowed to public pressure and halted the PX project. This study aims at answering questions as follows: 1), What is the communication and development pattern of the demonstration? What are characteristics of the protest that make it different from previous Chinese and Western social movements? 2), Why is such peace and bottom-up protest social movement possible in China nowadays? What are factors that help foster it?

By applying in-depth interviews with key bloggers, netizens, and citizens participating the protest, as well as textual-analysis of posts on blogs and discussions on BBS, and other methods such like documentary analysis of official notices, the study finds that the protest social movement is seemingly less-organized and its freedom of network is low-leveled, but the process is tactical

and peaceful. We argue that the protest treats its relationship with the central government carefully, and tries to seek supports from the higher level administrators. Moreover, the study concludes that the Internet takes significant impacts on the protest, and journalists of traditional mass media are of importance to promote the event by using the Internet, albeit they are forbade to say one word on newspapers or TV.

To sum up, the application of weblogs and other online channels offers some possible way to develop a new pattern of protest social movement in the transforming society, but the new technology cannot completely replace functions of civic organization and network. Citizenship and healthy system for public opinion input are essential for the protest and the development of democracy. The present study may be valuable to research other social contexts, and contribute to develop related theories at an abstract level.

Political Waves made by Voiceless Public via ICT in Mainland China

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TITLE: 2007 IS called the "first year of public events" in mainland China when a number of major events related to government transparency and crisis management happened. Arguably, the most noteworthy and intriguing was the Xiamen PX event, in which peaceful street demonstrations in Xiamen (formerly Amoy) culminated in halting the construction of a petrochemical factory. Xiameners are selected as "people of the year" by Southern Weekend, one of the most influential newspapers in China. Scholars claimed that this rare victory for Chinese public participation in politics was promised to be a milestone for China's democratic movements which represented the triumph of public opinion and the improvement of political democracy after decades and perhaps centuries of struggling for the right to free speech.

The event corroborated the existence of Chinese civil society and offered a glimmer of hope to its growing maturity. It provided an example of how different societal agencies with shared or conflicting interests could come to the negotiating table together as equal partners and how such constructive engagement could eventually facilitate a transparent, democratic decision-making process and ultimately yield a more open and innovative society.

The current paper is a case study of this famous event, trying to investigate how the voiceless public made themselves heard and even participated actively in policy making by using multiple media and ICT in the new media era. The results show that there are some characteristics in this event related to public sphere and democratic politics.

Firstly, public sphere was formed via a new mode of media interaction, which provides a good communication platform for the public and government, accelerating the advancement of civil society. In this new mode of media interaction, alternative media (including graffiti and mobile phone), Internet and traditional media (newspaper, TV etc) play their role respectively, pushing the game with multiple players moving toward multiple winners from different dimensions. Opponents mobilized a range of methods to express their opposition, from SMS campaigns, online protests, demonstrations at public hearings and letters written by academics, to marches through the streets, despite the government's attempt to remove magazines, text messages and other media with a "magic wand". The joining of traditional mass media eventually made this event well known all over the country, pushing the local government to make up rational decision.

Also, well-educated opinion leaders played an important role. Intellectual leadership on various sides conveyed issues in layman terms and successfully tried to channel emotions into productive outcomes. Rationality and peacefulness in the protest is

one of the factors facilitating the final victory of public opinion.

Compared with most studies talking about the role of Internet in political democracy, this study called for the awareness of the power of other alternative media, which may also contribute to the development of civil society and democracy, especially in countries like mainland China where the censorship of online media is more and more severe. No matter whether this event can become a model for rights defense in urban China, the utilization of multiple media, especially alternative media by voiceless public is worth studying and learning from.

Public Deliberation and the Media: the public exchange of reasons

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THIS PAPER AIMS at investigating the role played by media in the constitution of public debates by exploring the specific function of news media to promote the "public use of reason" and the "the public exchange of arguments" processes. Taking into consideration the theoretical framework of deliberative democracy, some indicators of the mediated debate are assessed, such as: (a) accessibility; (b) identification and characterization of participants; (c) use of arguments; (d) reciprocity and responsiveness; (e) reflexivity and reversibility of opinions. To illustrate these topics, we analyze the construction of the mediated debate about the referendum that occurred in Brazil in 2006, which aimed to prohibit the commercialization of guns and raised controversies around urban criminality and problems of public security.

TERRORISM AND THE MEDIA

Framing the war on terror: The naturalization of policy in the U.S. press

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THE WAR ON Terror has passed into the popular American lexicon, becoming a natural and instinctive shorthand: in short, a "frame" used to define the issue, give it a moral dimension, and suggest a policy response. As would any policy advocate, the Bush administration sought compelling frames for its positions to help win the discursive struggle among political actors, as opponents, in turn, sought to resist those definitions and find more favorable ones. The War on Terror created a supportive political climate for what has been called the biggest U.S. foreign policy blunder in modern times: the invasion of Iraq. Thus, in the scope and consequences of its policy-shaping impact, the War on Terror may be the most important frame in recent memory.

We examine this framing where its sponsors intersect with U.S. journalism, as illustrated by news texts. Broadly, we examine trends in the Associated Press wires service in how news reports refer to the War on Terror and, more specifically, provide an interpretive framing analysis of such stories in USA Today. From the period of September 2001 to early 2006, these new texts suggest that the frame was internalized by the U.S. press. News and editorial reports went beyond "transmitting" the label as shorthand for administration policy, to "reify" the policy as uncontested, and "naturalize" it as a taken-for-granted common sense. We provide a number of examples of this process and consider the trends in news references to the "war on terror" over the study period.

The shift in emphasis from the War on Terrorism to the War on

Terror, together with the findings from the textual analysis, both suggest this journalistic frame internalization. So, the War on Terror was more than a policy label; it was a powerful organizing principle and, to the extent that journalists shared that way of structuring the world as indicated in their reports and analysis, favored military action in Iraq. This status quo frame-pitting "us" vs. "them," obscuring concerns for state-sponsored violence, and casting a broad net of undifferentiated "terror" – made it easier to regard Iraq as a legitimate response to 9/11, even if there was no material link between the two.

Even when the opposition party does little to mount an alternative counter-frame, competing instead on who can be toughest in executing the same solution, the news media cannot abrogate their responsibility to critically examine policy assumptions embedded in frames. The naturalization of policy short-circuits democratic debate by allowing little space for deliberative scrutiny from citizens and meaningful action by elected officials. Studies of framing effects show how strongly the public can be influenced by the way policy options are presented, but those frames would never reach the public without the participation of the news media. To fully understand those effects, we need to first understand how dominant frames are constructed by their sponsors and then transmitted with the participation of a professional and institutional media structure.

Journalists as custodians of the public: journalists' and politicians' perceptions on the role of the media in covering terrorism

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RESEARCH ON TERRORISM coverage shows that tragedy, danger and threat to national security can suspend the ideal of objectivity as a journalist professional norm. Journalists, 'working through trauma' (Zellizer, 2002) tend to follow other professional values different from what has been termed as "journalist as a mirror of reality". Being exposed to covering terror, uncertainty or anxiety, journalists feel themselves with the duty to sensitize and mobilize public opinion against terrorism and the terrorists.

Research on Spanish journalists professional attitudes has shown that journalists' perceptions of their role in society are evolving in line with the changes in the news market. While a first result shows that journalists continue to agree with the traditional maxims of objectivity which makes a firm division between facts and opinions, in-depth analysis reveals a trend to move away from the classic maxim of objectivity and towards a journalist more involved in analysis and interpretation. Two types of journalistic functions (reporting facts and expressing opinions) are thus mixed (Canel & Piqué, 1998; Canel & Sánchez Aranda, 1999). This could be particularly so when being exposed to certain problems like terrorism, where the role of the media is particularly challenged.

This paper analyzes the perceptions that both journalists and politicians have of the role of the media in society when covering terrorism. It is based, first, on a thorough review of the literature on journalist professional attitudes. Second, in-depth interviews with journalists (head of sections and reporters from the main Spanish national newspapers and broadcast channels) and politicians (party officials) have been conducted.

We attempt to look at the following research questions: which are the professional categories that best define the professional attitudes of Spanish journalists towards terrorism coverage?; how are these conceptions as compared to what politicians think of the role of journalists in society and, more specifically, in covering terrorism?

This research shows, first, that journalists combine traditional

maxims of objectivity and neutrality with assumptions about journalism practice: they regard they need to frame their stories in order to hook the audience. Second, it shows that both journalists and politicians consider that the media have to put facts in context in order to help citizens to understand causes and remedies for the problem of terrorism. Third, it shows also that, although with some caveats, both journalists and politicians attribute to the media certain responsibility for mobilizing public opinion against terrorism. Finally, this research shows that, when framing their stories on terrorism, there is some interaction between journalists and their audiences: for instance, journalists feel the need to reveal the emotional reaction of their audiences to terrorist attacks, and to transmit a common and collective feeling of shock, pity and despair. They also think that they are demanded by the public a certain role to watchdog the way the Government releases information. In sum, journalists and citizens share perceptions about the role of the media in terrorism coverage as being agents of socialization, spinners of solidarity and public opinion mobilizers.

The effects of terrorism coverage on the Spanish population: proposing a model for information processing

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THE CHALLENGE OF globalized political violence is arguably the most important current policy issue of the twenty first century. Since the September 11 2001 attacks on New York, there have been further devastating incidents across the world including the bombings in Madrid in March 2004 and in London in July 2005. Each country is developing concepts, methods and theories to look at different levels of analysis to better understand the communicative effects of the attacks.

This paper looks at the cognitive and emotional effects of terrorism coverage on the population. It is based on a longitudinal analysis with a quantitative and qualitative approach: a survey was conducted with Spanish people plus a panel focus group along one year. The paper attempts to look at emotional and cognitive effects of terrorism coverage, and at how these effects evolve along time. It also shows how news frames affect public perceptions of terrorism.

Approach for analysis is based upon the cognitive-processing model suggested by Higgings (1996), which seeks to explain the effects of media messages through a process in which an audience member's pre-existing knowledge is activated and used in the process of making subsequent judgments. Using the terms of availability and applicability, suggested by this author, this paper offers a model for analyzing how Spanish citizens process information on terrorism. More specifically, the model proposed for the analysis suggests that attention and perception, coding and categorization, and inferences and judgements, are the elementary process to build up the social knowledge of terrorism. Research shows how effects depend on the extent to which the information contained in the message resonates with that contained in individual's political schemas: people's reaction to terrorism is moderated by individual political predispositions, as well as by cognitive evidence.

Terrorism coverage as episodes of evil and terror: an analysis of news narratives of the Spanish news media

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RESEARCH SHOWS THAT journalists tend to follow news narratives codes when covering situations of political crisis (Canel and Sanders, 2006). News frames are constructed even over passing the specific events and referring to broader and more general issues (Bennett, 1995). In order to hook audiences, journalists grow stories longer, supplying a context of social problems, interpretations and themes; a trend that springs from journalism culture, and that has been named as "new long journalism" (Barnhust, 2003).

This papers explores the dynamics of news narratives of terrorism coverage. It is based on longitudinal media content analysis of main Spanish national media (press and television outlets). Both quantitative and qualitative content analysis has been conducted.

Findings reveal that in covering terrorism, symbolic messages are constructed portraying evil and terror. This research shows how journalists link events and facts across time, introducing a narrative frame that links different types of stories otherwise isolated. More specifically, with the word "terrorism", different attacks, terrorists and aims are linked. As a consequence, thematic connections are made through interpretive and less specific references. Coverage of terrorism then includes larger political issues and actors, expanding the problem of terrorism to the political conflict, portraying public authorities, as well as elites, social groups and the media, in the plot of the political/social problem of terrorism.

Reflections of Terror In Public Opinion Polls Carried Out Over The Internet

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THE PUBLIC OPINION polls that are being carried out over the internet are becoming more important. Turkey which has been fighting against terror for years, has faced a consistent amount of aggression during the last months regardless of having achieved a considerable success prior to these recent incidents. Naturally this situation has stirred public opinion polls especially carried out by the internet media. With these researches, the determination of the behavioral and intellectual responses of the public was studied.

From the point of Agenda Setting Method, the researches in question are worth commenting on. First of all, the published researches, from the point of view of the conditions of publishing a public opinion poll research in the media, harbour important defects. The Government and RTÜK (The High Commission of Radio and Television) have brought limitations to the news on terror especially after the last attacks. The justifications were given as the possibility of the news having a negative effect on the public. The aforementioned limitation was aborted by a court decision. The assertion that the news causing an implied coercion on the government at the same time, was among the issues being discussed. When looked from the point of view of the Agenda Setting Method, the news on terror have become the first item of agenda

in the newspapers. As well as being on the top of the list of news in televisions and radios, the news on terror have also taken a considerable portion of the ti

me scale. This ranking and intensity can be arguable in the view of what the public would be thinking. Especially the responsive behaviour of the public, strengthens the claim of the news having an effect. The researches that are published on the internet are going to be analysed both in content and form. The presentation of the researches, the form of questions and the distribution of pro rata are going to be observed.

Within this study, the effects of the researches are going to be analyses with a focus on terror. The social responses are going to be deciphered and what kind of action plan is being considered by the government is going to be discussed.

MEDIA DEMOCRATIZATION AND POLITICAL PARTICIPATION

Political discourses for global audiences: the effect of cultural resonance

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ACCORDING TO THE theories of social constructivism and representation theory, the media help to shape social reality and generate the meanings of what happens in society. They do not create reality, but they do contribute to reinventing or representing social phenomena. By subjecting events to certain dynamic processes – news selection (gatekeeping), differing levels of importance accorded to different aspects (agenda-setting), different types of focus (framing) – the media tend to put forward a particular definition of what happens. These theoretical developments fit with mediation theory, which asserts that the nexus between world and audience created by the media involves a series of professional and ideological filters.

The ability to give meaning to reality increases when the media refer to new social phenomena or events. This happens relatively often in the globalized world, and it may still surprise us by the strength of the reactions it provokes. This effect is particularly interesting in the current international political arena, in which information is increasingly important, both as a resource which maintains power and as an instrument through which power is exerted. Governments and international organisms are devising new ways of exercising political leadership, by developing persuasive media strategies.

This paper presents a methodological approach to the qualitative analysis of political news targeted at a global audience. From the perspective of the frame, we suggest different elements of media discourse which may determine the way audiences interpret the contents. Special attention is paid to references which may cause a cultural resonance effect in an audience from diverse backgrounds with different cultural parameters.

Our proposal is applied to some of the speeches by political leaders who have significant influence on the global stage: George Bush, President of the USA, and Nicolas Sarkozy, President of France.

Media for Democracy Monitor (MDM) – The Media and their Contribution to Democracy

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DEMOCRACY AND MASS media are intrinsically related. In contemporary democracies the mass media are the link between those who govern and those who are governed. Mass media need democracy because democracy is the only form of government which respects freedom of speech, freedom of expression, freedom of information, and the independence of the media. Political ideas and initiatives, in turn, are disseminated among citizens by the mass media, and individual political opinion making and voting are largely based on information provided by the mass media.

In contemporary democracies growing media commercialisation and mediatisation of politics strongly influence mass media. Moreover, mass media always face the danger of being censored in subtle, but effective ways by those who have political and/or economic power. It is therefore important to observe the functioning of mass media, to analyse how they promote democracy and to examine if they actually serve the needs of democracy - and where mass media fail to meet expectations.

Within the framework of a Swiss research program, called "Challenges to Democracy in the 21st Century", the project "Media for Democracy Monitor (MDM)" focuses on the questions outlined above. The project aims to develop an assessment instrument which sheds light on the relation between mass media and democracy – the "Media for Democracy Monitor (MDM)".

For the monitoring of the medias' contribution to democracy, we developed a set of internationally comparable indicators. The indicators have been identified based on a theoretical framework, which assumes three fundamental functions the media must meet in order to promote democracy: (a) safeguarding the flow of information; (b) providing a forum for public debate; (c) acting as a public watchdog. By applying the MDM to different countries in Europe, patterns of media institutionalisation (macro), media organisation (meso), media coverage and consumption (micro) with regard to democracy will become visible. As far as we know, such an integrated research approach has never been used before.

The project started in March 2007 and it is hosted by the Competence Centre 'Swiss Global Information Society (SwissGIS)' at the University of Zurich in Switzerland. In 2008, a first pilot study applying the MDM to five European countries will be undertaken. These countries are Switzerland, Germany, Lithuania, Portugal and the Netherlands.

Empirical research to be undertaken in these countries includes desk research, as well as field work, including interviews with editors-in-chief and/or responsible news journalists from the selected news medium. In each country specially trained media researchers are asked to collect quantitative data as well as qualitative evidences.

The main results of this pilot study will be a ranking of the countries analysed and a report on the status of European media democracies. It is planned to publish this first edition of the "MDM-Report" in September 2008. According to this operating schedule the IAMCR in July 2008 is thus an ideal opportunity for us to present the concept of the "Media for Democracy Monitor", its implementation as well as first research results.

A Search for an Appropriate Communications Model for Media in New democracies in Africa

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IN THE LAST decade, a majority of African countries have embraced democratic forms of governance after years of one party rule and military dictatorships. The shift to multi-party democracy was a response to both internal and external pressures. The media played a central role in covering the transitions, amplifying the demands and tensions and providing the forums through which the process was negotiated.

The introduction of democracy has led to a widening of the political space in most of these countries and a relatively free environment for the media compared to the days of one-party rule. But a corresponding democratization in the workings of media institutions themselves appears to be lacking. Using a case study of media in three African countries, this paper examines the model of communication currently used by the media and finds that the media continues to operate using a very traditional model of journalism that is less inclusive and largely inaccessible. This paper argues that for the media to properly serve their audiences in the new democracies, they need to adopt a more democratic model of communication that is horizontal, dispersed and accessible. The paper also examines several communication theories and proposes a new theory and model of communication for the African media – the social democratic communications model.

Political socialization, Parental Discussion and Exposure to Television: The Construction of Democracy Values in Mexican Kids

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The current study examined the role of the parental discussion and exposure to television on a) interest in public affairs, political knowledge, political sophistication, the strength of democracy values, and attitudes to political participation. This report uses data from two surveys (2006, 2007) on K-12 kids in three Mexican cities. Specifically, a structural model is developed probing such multiple influences. The implications of the findings are discussed.

The Framing of Contested Political Issues in the Ugandan Press

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IN PUBLIC DELIBERATION about Uganda's democratic future, citizens were engaged in animated debates concerning the type of political system and the mode of presidential succession that the country should embrace. This study analyses media discourse about the issues that these debates raised. Two issues were at the heart of public deliberation: whether the country should return to the multi-party system or retain the no-party Movement model of government; and whether presidential term limits should be upheld or scrapped.

The evolution of the democratization process during the political transition from 2000 to 2005 is the setting of the research. In view of the country's turbulent history, Ugandans anticipated that the transition would ultimately yield and sustain a political culture

anchored in civil politics, democratic legitimacy, and a stable constitutional order. Drawing specifically on press coverage of the political discourses of elite actors, the study assembles evidence that illuminates the manner in which political elites constructed and framed the issues that were at stake.

Public opinion data on citizens' attitudes toward democracy, political leadership, and democratic institutions are cited and used to underscore the climate of opinion in which the key issues were deliberated, framed, and contested. Accordingly, the issue framing strategies that the elite employed in constructing meaning out of key political developments as reported in the press are explored.

Informed by the social constructionist paradigm in framing research, a set of frame packages was generated from media discourse through a case history analysis and then subjected to a quantitative assessment through content analysis. The core framing processes and dynamics of frame sponsorship and alignment were then examined.

In addition to revealing the dominant frames and frame sponsors, the results indicate that frequently the same frame packages were proliferated and contested across competing claims by rival claims-makers. This tendency reflects the desire by elites to ground their claims in political values that have resonance in the larger political culture.

The Media, Popular Participation and Democracy – the Brazilian case

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THE CONSTRUCTION OF democracy presumes the constitution of spaces and means through which society can express itself and participate in the definition of public policies directed to the elucidation of crucial problems in social life. Alterations in the manner of conceiving and treating issues related to the insertion of levels of the population in the terrain of social rights, to the reduction of economic inequality and to aspects related to gender and ethnic issues are some of the themes to be discussed with the participation of society that, in the public sphere, can formulate problems, debate possible solutions, present arguments and defend viewpoints.

In Brazil, with the election of Luiz Inácio Lula da Silva to the Presidency, in 2002, the theme of popular participation in the definition of public policies becomes pivotal. With Lula's election, the expectation that the already existing initiatives of popular participation would be developed was added to the fear of the retaking of populist practices and to the necessity to devise participation mechanisms and instruments adequate to the sphere of federal government.

Several councils responsible for the definition of policies in different fields in the federal government, composed of governmental representatives and of civil society organizations, were supposed to be subsidized by discussions and debates carried out by society, stimulated and organized by local and national government managers. Following, the organization of national conferences in several thematic sectors began to establish a form of popular participation in Brazil. It became, thus, a mechanism of strengthening of the regional councils and a public space of debate, in special those regarding social policies.

The objective of this work is to examine the treatment that the Brazilian printed media has given to the national conferences of public policies. Starting from the assumption that the mediatic system is a central element in the production of visibility and social intelligibility, media coverage is a relevant aspect to be examined in the search for understanding the importance that such events get in media visibility. Therefore we intend to understand the media role in the process of construction of popular participation – a

founding element of democratic constitution in the country. To analyze the coverage that newspapers and magazines gave to some national conferences that took place from 2003 to 2006 is the base of the empirical and theoretical design of this proposal. Such design will rely on J. Habermas's formulations about the public sphere and the concept of deliberative democracy.

For the objectives of this work seven conferences were selected for analysis of news coverage. The news material was selected and submitted to morphological analysis and quantitative and qualitative appreciation of elements of journalistic discourses, of aspects and themes approached, of the subjects of speech and of their social spaces. The results of this investigation are surprising and shed light about the forms the participation of the population in the definition of public policies take in the mediatic sphere and about the contribution of such participation for the construction of democracy in Brazil.

MEDIA, POLITICS, CULTURAL DIVERSITY

The role of media in federal, multilingual, democracies. The case of Belgium: regional media and federal politics

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THE QUESTION OF democratization and legitimization of transnational / global governance has resulted in growing academic interest for the possible emergence of transnational public spheres. Media's role in this is often considered as crucial, be it through the emergence of transnational media systems or through the globalisation of national media systems. More specifically, much attention goes to the EU and the emergence of a correspondent European public (media) sphere. These accounts generally take as premise the existence of national public spheres and media systems. However, in federal countries – and more specifically their multilingual variants – this is not necessarily (entirely) the case. Looking at the way media function in these types of democracies can be relevant for the debate on multinational polities with institutional designs that are not (entirely) mirrored by the existence of a public sphere. Therefore it is surprising that the media's role in the legitimacy of federal systems is the subject of very little research. This paper wants to fill this gap, by specifically inquiring into the Belgian situation. Belgian federalism - experiencing a severe crisis at the moment of writing – is characterised as bipolar and centrifugal. Also unique in comparison to other federal, multilingual countries, is its media system which is completely split up on a language basis. Dutch-speaking and French-speaking public broadcasters have no structural ties and are legally imbedded solely within their own language community. However, they still function within a federal system, in which these communities are themselves imbedded. A potential tension therefore exists between the French-speaking and Dutch speaking public sphere to which the media are directed and the Belgian sphere in which they also operate. A tension which should be specifically palpable where the federal political level is concerned. It is on the relation between community-oriented media and federal political actors that this paper is focussing. Amongst other aspects, the paper wants to look at the categorisation and differentiation of political actors that are part of the federal space, depending on whether they belong to the same language community as the media reporting on them. Are federal government members categorised as representatives of the whole country or as those of ones 'own' or an 'other' community? We will also look

at whether federal political issues and policies - and mostly the ones concerning tensions between language communities - are approached from a federal viewpoint or rather from a Dutch- or French-speaking position. And at how this 'other' viewpoint is then presented. Attention will also be paid to the possible construction of boundaries between the language communities resulting from this. The paper is based on a combination of quantitative (selection of actors, themes, ...) and qualitative (metaphors, use of deixis, ...) content analysis of tv news and current affairs programming (and more specifically political reporting) from public and commercial, Dutch- and French-speaking stations. Results - which will be compared to the scant research in this vein done in other federal countries - are sometimes astonishing in showing how audiovisual media can play a part in delegitimizing existing multilingual polities, unfortunately putting optimism on their ability to reinforce the democratic base of transnational polities in a rather different light.

Setting immigration in the Spanish Public Agenda: When "news-worthy events" lead public opinion and politicians concerns about immigration.

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IN THE LAST few years, immigration has become one of the most relevant social phenomena in Spain. The immigrant population in Spain has increased from one million foreign born citizens in 2000 to almost five million in 2007. However it seems that immigration becomes an important issue in the public opinion and political agenda especially when there are more, news-worthy events, such as the arrival of small boats with immigrants coming from Africa to the Spanish coast.

In this paper with the Agenda Setting and Framing literature as a theoretical background, we outline expectations regarding news coverage, public opinion and political attention towards immigration in 2006, a year characterized by the constant arrival of small boats (Cayucos) with sub-Saharan immigrants coming to Canarias. If agenda-setting is taking place, then we should see that there is a relationship between periods with a high volume of immigration coverage, the public ranking immigration as one of the most important problems of the country and an increase of the parliamentary debates on the issue. In order to find similarities and differences in the way they approach immigration, we also have a look at the main issue-specific frames.

In order to test these research questions, we examine the press coverage (El País and El Mundo) of immigration as well as parliamentary debates on the issue and public opinion (monthly surveys-barometros by the Center of Sociological Research, CIS) towards immigration in 2006. In our analysis we find out that the volume of news coverage did increase following the „news-worthy events“ of Cayucos coming to Canarias during the spring-summer period and, as such, the public opinion perceived immigration as the most important problem facing the country, as the monthly survey (by the National Sociological Research Center, CIS) reflects. Then the politicians, attention to the issue of immigration did also increase during that period and the following months. Results also indicate that there is a considerable overlap between the media and political frames. We found that in this case, consistent with the mediocracy theory, the media agenda sets both the public agenda and the political agenda.

Political Communication of Migrants on the Internet

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THE POTENTIAL OF the Internet for political communication has been addressed in various perspectives. However, immigrants and the characteristics of their internet use in general and in particular concerning political activities have to date seldom been analyzed.

Within our present research project "Political potential of the internet - the virtual Diaspora of migrants from Russia and Turkey in Germany" we are focusing on the political communication of migrants online and their on-line participation in the political spheres both in the host country and in the country of origin. We hereby pose the question, how the political activities of migrants online can be characterized and how the Internet changes the possibilities for political participation of migrants?

After thoroughly investigating Turkish and Russian political websites created or visited by migrants in Germany and surveying the developers of these sites and the users themselves we have found evidence for the fact that a new ethnic political sphere is developing on the internet. Such a concept of ethnic online publicity has the potential to sensibly frame the approach to studying new forms of online spheres especially coined by non-hierarchical modes of communication and information exchange as displayed in the web 2.0.

This ethnic public sphere opens new pathways of organization and thus participation for otherwise politically disadvantaged groups such as immigrants without citizenship. Through these processes empowerment and new possibilities of influence on mainstream political spheres online are enabled. Here it is interesting to discuss the different orientations of immigrants' online political activities, as their political online communities are not only focused on the country of residence but also on their country of origin. These political interests and aims also differ from one migrant group to another, as the analysis of Turkish and Russian migrants has shown us. Within the presentation the theoretical concept of ethnic political spheres on the internet will be discussed thereby giving empirical evidence for immigrants' online political activities and orientations.

Remediations of Political Action: Turkish Communities on Facebook and Articulations of Nationalist Politics

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THE GROWING POPULARITY of online social networking sites (SNS) such as Facebook has spawned interest in exploring the socio-cultural and political affordances inherent in online technologies and social networking. While specific online communities of interest, such as political groups, are in existence and growing in numbers and range, what makes SNS interesting for a research context is their embeddedness, for the most part, in offline personal relationships and everyday communications. While research shows that SNS are utilized for the purposes of supporting and articulating existing social ties or recovering lost ties for the most part, new constellations also emerge based on a particular element of interest, individual identity (e.g. race, gender, sexuality) and national and political identity, raising crucial questions about how identity is shaped and enacted in SNS environments.

This study concerns itself with recent articulations of Turkish nationalist politics in the "Turkey" network of Facebook. A number of offline instances such as the murder of the Armenian-Turkish journalist Hrant Dink by an ultra-nationalist group, the internation-

al debate surrounding the question of Armenian genocide and the intensifying clash between the Kurdish militant group PKK and the Turkish army have added impetus to fervent online debates on national identity and led to anxious calls, on the part of nationalist groups, for online action. Individuals and certain groups based in Turkey and Turkish diaspora in Europe and the US have been active in promoting online action. By conducting an in-depth analysis of posted items, groups (such as "Replace your Facebook Photo with a Turkish Flag"), event announcements and discussion board content within Facebook's "Turkey" domain, I will investigate specific instances of mediated political discourse vis-à-vis the affordances of online networking tools in mobilizing nationalist sentiments and political identities transnationally. The overall aim of this paper is to provide a grounded, conceptual framework for a reconsideration of new mediations of political action and their embeddedness in group/community dynamics and everyday communications in a technological milieu.

Watching Persian-speaking satellite televisions in Iran: decoding patterns amongst Tehran's viewers

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IT IS COMMONLY believed that it was through the circulation of subversive underground audio and video-cassettes that the message of the Islamic revolution was spread across Iran in the late 1979. Now, three decades later, satellite dishes are bringing uncensored programs from, among others, MTV, CNN and US-based ever-expanding, but so far 40, Iranian satellite television channels to many Iranian middle-class apartments, with the hope or anxiety, both by their admirers and detractors, that they will fuel the fires of change. Yet, in response to this pessimistic and politicized reading of global media consumption which tends to characterize audiences as passive victims of the media, this paper shows that there is little evidence of a surge of popularity for these television channels and their political values, and that Iranian viewers actively create their own interpretations and uses of satellite television channels. Based on Hall's encoding-decoding model, this paper documents the Iranian viewers' resistive engagements (oppositional reading) with satellite televisions. Relying on a qualitative research method (grounded theory) this paper is based on a snow-balled sample of 35 satellite television viewers who were interviewed during April 2007 in Tehran.

A political approach of the UNESCO convention on cultural identity

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I THINK THAT the impact of the UNESCO Convention for the protection and promotion of the diversity of cultural expressions, usually known as Cultural diversity, approved in Paris in October 2005, has not had the diffusion that it deserves through the mass media, in spite of its relevance.

Undoubtedly, taken on a whole, it is an interesting document that is still receiving the adhesions of the States members of the UNESCO, which are the only legitimized to do it.

In its article 14, it defines the cultural diversity as the multiplicity of means through which are expressed the culture of the groups and of the societies. The cultural expressions are transmitted inside and between the societies. It can be ascertained that its content is rather vague, and it does not appear any requirement concerning the democracy, what is regrettable. In my opinion

we cannot conceive a real and effective cultural diversity without the democratic systems

So in my contribution I intend to analyse briefly its political approach, based upon the following concepts:

- 1) Main characteristics of the cultural diversity.
- 2) The key role of the concepts of power, identity and development
- 3) The territorial, gender, linguistic, sociological, educational, economic, ethnic and intercultural perspectives. The migration issue is one of the main aspects
- 4) In relation to the political dimension, which in my opinion is essential, a special attention will be devoted to the concepts of ideology, pluralism, sovereignty, citizenship, legal system, nationalism, nation-state nations without states, human rights, political governance and public policies as main aspects. Furthermore, the role of all actors participating in the political arena and in the political communication, deserve to be considered, as well.
- 5) In the field of political communication, I shall refer to freedom of thought, of opinion, of expression and the right to communicate. In the political arena the role of the public service of the media is often neglected. Almost everywhere, the media are guided principally by its commercial nature, specially since the leading ones are members of powerful multimedia groups. This fact is often a negative element for the acceptance and development of a policy of cultural diversity
- 6) Finally I shall conclude with a reference to the ethical values and the deontological codes dealing with this subject.

As a conclusion, I understand very well that this is a large and complex theme, where the political communication analysis are not usual, because it is usually judged from its sociological or cultural dimension. I sustain that the political one, for obvious reasons, is also extremely relevant.

TELEVISION ADS AND DEBATES IN POLITICAL CAMPAIGNS

Analyzing Presidential Debates – Functional Theory and Cultural Challenges

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TELEVIEWED ELECTION DEBATES have assumed a prominent role in political campaigning nearly everywhere. In many countries, they are the most followed events of election campaigns and they have also been found to affect voters differently. These debates have also been widely studied. The presidential debates in particular have commanded a great deal of attention. However, the content and communication in these debates have been studied much less than their effects. Further, perspectives and methods vary widely in these studies and the development of analytical models has been insufficient.

One of most used theories in the research of political debates is the functional theory of campaign discourse. Functional theory simplifies the forms of discourse in the debate well and has been shown to be an excellent instrument to analyze the debates in

context. However, it seems to have been developed to analyze the American presidential debates, although it has later been applied to other countries as well. The theory moreover seems to be more appropriate for application to a two-party system. However, these debates may be quite different in different countries. The whole political system seems to have a marked influence on political discussions on television, and the influences of speech culture can also be found in the television performances of politicians.

Functional theory has been criticized, for example, from the perspective of Finnish political culture. It has been considered that this model is not appropriate for the analysis of Finnish political discussions, because they are so different from the American presidential debates. However, functional theory has not previously been systematically applied to Finnish debates. In this paper, a Finnish presidential debate is analyzed from the perspective of functional theory, which means structured content analysis. The goal of the paper is to describe the characteristics of Finnish television debate by means of the theory and to critically evaluate the applicability of functional theory to the analysis of Finnish political campaigning. In the evaluation, attention is paid to what characteristics the theory is able to capture, what kind of turns is difficult to fit into the model, and how the results of the analysis can be compared to earlier results of Finnish television debates.

The purpose is a theoretical further development of this approach from a cultural perspective and to evaluate the need to develop a new kind theoretical model for the analysis of television debates. In general, the paper describes the cultural bonds and variation in political communication.

Learning of Political Facts from the 2005 German Televised Debate: The Role of Arousal and Emotions

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THERE IS MUCH empirical evidence that citizens learn from televised debates. Nevertheless, the level of learning is different from citizen to citizen. Most of the literature discuss these differences in the context of the so-called knowledge gap hypothesis. However, the results are mixed: Some studies find that televised debates further increase knowledge gaps between high and low educated citizens. Other studies support the picture of debate-induced reductions of knowledge gaps.

In contrast to this, we argue that learning of political facts is rather the consequence of psychological processes during debate reception than the result of different levels of cognitive resources. More specifically, we address four hypotheses:

1. Our first hypothesis is that recipients learn from televised debates. The level of learning is different from recipient to recipient.
2. Our second hypothesis is that differential learning is caused by different levels of arousal during a televised debate. According to the work of Yerkes & Dodson (1908), this relationship should follow an inverse u-curve.
3. The third hypothesis suggest a causal relationship between the direction and the strength of attitudes toward a candidate and the degree of learning from his/her statements: Learning is especially effective if a candidate is strongly positive evaluated by the recipient. In contrast to this, there is a high probability that a message from a negatively evaluated candidate will be refused.
4. The fourth hypothesis assumes an interaction between arousal and emotions, i.e. citizens learn most from a televised debate if they have strong positive attitudes toward the candidate pro-

viding a particular information as well as have a moderate level of arousal.

In order to analyze these hypotheses we use data from an experimental pretest-posttest design collected during the 2005 German televised debate. Immediately before and immediately after the debate from 49 East German citizens were asked to fill out a questionnaire. These questionnaires included a wide range of political attitudes and a number of questions about political knowledge. In addition, the participants were asked to make computer-based real-time judgments during the course of the debate. To do so, we provided hand-held dial input device with seven positions. In the context of this paper, we use these real-time responses as an indicator for the individual level of arousal. To explain learning of political facts, we analyze the relationship between real-time responses, political attitudes and political knowledge. First results shows that the participants of our study increased their knowledge by watching the debate. The amount of political facts learned vary from respondent to respondent. In addition, participants of the study differ in their level of emotional activation as well as in their evaluation of the candidates. While the relationship between arousal and learning tends to follow an inverse u-curve, learning and candidate evaluation are positively related.

Comparing audience responses to televised debates : a cross-national study of Germany and Sweden

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WHEREAS TELEvised DEBATES between the main contenders in presidential races or parliamentary elections have a long history in some democracies, they are rather new phenomena in other countries. There is still limited research regarding the processing and the impact of political TV-debates outside of the U.S., and comparative studies in this area are extremely rare. Furthermore, there are virtually no comparative studies on the processing and impact of political TV-debates using Real Time Response-measurements (RTR). Thus, the main purpose of this paper is to report on a study comparing audience responses to televised debates in Germany during the 2005 election campaign and in Sweden during the 2006 election campaign.

Using content analyses, pre- as well as posttest questionnaires and immediate audience reactions to the debates measured by RTR technique, this paper compares the overall reactions to the debates, to specific parts of the debates, and the size of the effects on the evaluations of the candidates. The empirical results show that RTR can be very helpful for the analysis which statements the candidates were especially successful with and when their statements triggered negative evaluations, and that these aspects can be analyzed for different audience groups (e.g., people with different party affiliations). However, the strength of this method is demonstrated analyzing the importance of RTR measures for the postdebate verdict on the perceived winner of the debates in the context of the 2005 German election and the 2006 Swedish election. Controlling for party identification, the expected winner of the debate, and the expected winner of the election, in both countries the RTR score has a strong and highly significant effect on who the audience perceived to be the winner of the debate. This clearly shows that the usage of RTR measurements is important and even necessary for a full understanding of the processing and effects of televised political debates. Based on these results the paper closes with a discussion of opportunities and limitations of comparative research on perceptions and effects of televised debates.

No Political Ads Please, We Are Swedish! A Study of Public Opinions on Emerging Political Advertising in Television

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THE PURPOSE OF this paper is to examine public perceptions on political advertising in TV the first time when such ads were introduced to the Swedish public during the latest National Elections in 2006. Political advertising in television during election campaigns is regarded as a key feature of the modernity 'publicity process' (Blumler & Kavanagh 1999). Initially, the nature of political advertising was often referred to as the most significant character of 'American-style'-politics based on a predominance of images over issues. However, political advertising has also been analyzed in a more comparative perspective and several studies have been conducted focusing on contents, styles and effects of advertising on voters (Kaid & Holtz-Bacha 1995).

Despite this growing interest of political advertising practices and roles in different national election contexts, less scholarly attention has been paid to studies of the emergence of political advertising in TV as a new phenomenon in countries with a less commercialized political culture and with distinct public broadcasting traditions. In such countries, the interest of political advertising may grow as an effect of changing political communication practices in terms of a more volatile public opinion and the rise of more interpretative, and thus unpredictable, forms of news journalism.

This paper will analyze the nature of public opinion on political advertising practices in Sweden and discusses the results in a societal context where general advertisement attitudes, media attitudes and political preferences among Swedish citizens are considered. Previous research has shown that the relationship between the public and advertising is naturally complex, which leads to the conclusion that the public's view of advertising is a result of the interaction between several different factors. In general the relationship can be described as complex and ambivalent, like a love-hate relationship (Grusell 2008). Thus, the public's different attitudes regarding advertisements in general may partly be explained by individuals' ideological points of view and mass media use. However, this paper asks whether the result is the same when it comes to public attitudes on political advertising.

The empirical data of this paper is based on a representative sample of the Swedish population. Data were collected via two national surveys of the Swedish population. The results of the general opinion of advertising are based on 1,700 persons (age 15-85) who answered a national survey in Sweden during November - December 2005 (SOM). Data describing the public perceptions on political advertising is based on a national survey of the Swedish population conducted during the National Election campaign in August - September 2006

When negativity goes local: political advertising in three local elections in México Julio

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POLITICAL ADVERTISING RESEARCH has been scarce in Latin American countries, particularly in México where advertising cost represents around 80% of political parties' campaign expenditure every federal election. Even in those few cases where political advertising is content analyzed attention is mainly given to presidential campaigns. Nevertheless, there are 32 States in Mexico each celebrating gubernatorial elections every six years on a non-

aligned electoral calendar. Recently, there have been strong indicators that local elections are shifting into a spree of negative advertising. State elections have to comply with federal laws prohibiting calumny, however none knows for sure how to define this concept in light of the nature of democratic campaigns. The threshold for negative advertising has been legally set and yet negativity remains a subjective concept. More important is the fact that gubernatorial campaigns reflect a wide range of local political cultures since social and demographic conditions vary significantly across México. The study focuses on three recent gubernatorial races in geographically and demographically contrasting states such as Baja California (2007) in the northern border with the United States; Yucatán (2007) in the Southern Peninsula; and Mexico City (2006), the country's capital. Each of these states has its own political background. Yucatán saw the right-wing Partido Acción Nacional (PAN) governor defeated in 2007 by the centrist Partido Revolucionario Institucional (PRI). It was the opposite case in Baja California where the PAN's candidate narrowly beat the PRI's candidate and by doing so extended the uninterrupted control of the state since 1989. As for Mexico City, the candidate of the left-wing Partido de la Revolución Democrática (PRD) won a new term extending the uninterrupted control of the country's capital since 1997. All these campaigns were widely covered by local and national media. They were consistently labeled as highly negative and a sign of a 'new' form of "black campaigning" in local politics. The paper sets out to explore the content characteristics of these campaigns' political advertising comparing between political parties and states. Among our hypothesis is that negative attacks are more frequent where competition is tight, and that the tone and style of such attacks varies depending on candidate's personal and professional background, party affiliation, polling preferences and local issues dominating the campaign. Furthermore, the paper suggests that negativism cannot be defined without taking into account the context in which an election occurs. Media concepts such as "black campaigns" are not only ambiguous but they also neglect the true essence of political campaigns which is to frame issues in order to differentiate one candidate from its competitors. The paper concludes that 'sanitizing' political campaigns might turn political contests into a self-referencing exercise that does little to serve voter's information needs.

Television political advertising in Greece, 1993-2007

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TELEVISED POLITICAL ADVERTISING spot (polispot) emerged in the USA as a result of the commercialization of broadcasting. In Greece the state broadcaster has never carried political advertising during its monopolistic era while the causal factor of the existence of polispot was the rise of commercial broadcasting in the late 1980s. The state lost control of the broadcasting deregulation process and this resulted in a lack of absence of an overall regulatory framework, which means that parties and candidates were absolutely free to purchase as much airtime as they could afford. Gradually during the 1990s the state entered a process of regaining some control over broadcasting which in turn limited the use of polispots.

Thus in Greece polispot emerged as a side effect of broadcasting deregulation and the consequent displace of party logic by media logic as the modus operandi of the political communication system. This paper aims to: (1) analyse the polispot as a demonstration of media logic; (2) examine the effect that kind the political structure producing the polispot has upon its content, and more particularly the differences between candidate-centred and party-centred campaign structures and; (3) analyse of the attributes of Greek polispots. In terms of methodology, both content

analysis and analysis of political structures are employed. For the content analysis the elements of videostyle codebook is used while the sencus of the polisspots of the General Elections of 1993, 1996, 2000, 2004 and 2007 are examined.

The content analysis of polisspots from the 1993 and 1996 campaigns demonstrate that the Greek polisspot is an instrument of image-making and partisanship. Its content is organised around party lines with party leadership having a strong synechdochical role by standing for the party. Negativity in the Greek spots is centralised and channelled towards the head of the party and the party label. The spots of the 2000, 2004 and 2007 elections demonstrate lower levels of party dominance and increasing level of personalisation. Finally there is no projection of intraparty conflict in Greek candidate-centred communication. Negativity in the Greek spots is organised optimally for the parties in the sense that it perpetuates the interparty conflict frame which is the hermeneutic pillar of partitocracy.

MEDIA, POLITICS, CULTURAL DIVERSITY

Political Transformation and Political Communication: The Role of Media and Journalists in a Comparative Perspective

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COMPARISON IS A method for obtaining evidence of causal effects by searching for similar or different elements. Comparisons are made across geographically (or historically) defined systems, that show some kind of coherence and at the same time differences, based on their specific history and culture. This method is applied here to analyse processes of political transformation and what it means for actors in political communication.

One interesting aspect of comparative media research is the focus on transformation of political systems from an authoritarian to a democratic regime. According to Samuel P. Huntington (1991) we are right now in the third wave of democratisation. Using Political Science tools, this process is usually seen in three steps of system change (before – during – after). Using this approach makes it quite easy to focus on actors and their respective strategies. This is a field, in which not much academic researchwork has been done so far. In the center of attention is the behavior of media actors, including journalists, media companies, state censors etc. during transformation. Of course, their contribution in political communication is essential for the survival of democratic rule.

This paper uses a typology that was first developed by O. Donnell/Schmitter (1986) and later extended that sees three phases of transformation, in the 1970ies in Southern Europe, in the 1980ies in Latin America and in the 1990ies in Eastern Europe. In addition there are states that experienced transformation outside of this regional pattern (Taiwan, South Korea) and also states where the change ended in a blocked transformation (Russia). How do the "color revolutions" (Ukraine) fit in?

The main focus here will be on the specific role of journalists and their contribution to political communication: Did they lead the revolutionary change in their reporting, did they follow behind, were they heroes or opportunists? The same question applies to the role of media companies: They usually profited during the times of dictatorship. Did they start during transformation as pioneers of the new age or did they remain advocates of the old order? And what does this mean for political communication?

The comparative approach shows clear similarities (extension of freedom of the media) as well as differences (media companies survived mainly unchanged in Southern Europe or Latin America, but were totally reorganized in Eastern Europe). The analysis also attempts to find out the prerequisites for communication that supports change: What is required, what supports, what hinders journalists to do their job? This is especially important for countries that still await transformation (e. g. China, Cuba). Also the question has to be asked, under what circumstances countries do not complete transformation and fall into old patterns (as in the states of the former Soviet Union). Do some of the observations also apply to Western countries (like Italy)? In terms of technology and digital divide it should be tested if there are certain technologies (Internet, Satellites) that offer new chances in political communication and are in favour of transformational change or support the status quo?

Governance, power, and the media: How political and administrative elites assess the influence of the media in democratic governance

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THIS PAPER REPORTS a study on the role of the media in democratic governance. Interestingly, this issue has not been given much attention by researchers, neither by media scholars with little interest in governance, nor by governance scholars with little knowledge about how the media works. Yet, as this study substantiates, the media is a key actor in governance. Theoretically the paper aims at providing a cross-fertilization of perspectives on the role of the media in governance by drawing on governance research as well as on research on political communication and the public sphere. The empirical aim of the paper is to analyze how policy makers assess the importance of the media in governance. A key question addressed is the significance of fostering good media relations in order to be successful in governance in different policy areas. Also, the paper analyzes the media strategies of policy makers' in terms of the intensity of the media contacts and of whether or not the policy makers themselves initiate the contacts. The study draws on a unique dataset, comprising questionnaire responses from the corporate, political, and administrative elites (policymakers within the central government office) in Sweden.

Proximity, Significance, Deviance and Valence: A Comparison of TV News and News Values in the United States and Sweden

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AROUND THE WORLD, people rely on the news media for information about current events and other matters beyond their everyday realities. At the same time, it is widely acknowledged that the news conveyed by the media is a manufactured product influenced by a wide range of factors. The news media do not report events as they are in themselves. In a very general sense, every news item is shaped by the circumstances of news production, including the news values in a particular country and at a particular news department.

Previous research has identified a number of factors that are said to increase the likelihood that a certain event becomes news. However, most research on news values and news selection is

based on single-country studies, and the number of comparative studies is still very limited. This is particularly true with respect to studies of everyday news journalism, beyond the coverage of special events such as wars and election campaigns.

Against this background, the purpose of this study is to compare everyday television news in two significantly different countries: The United States and Sweden. The focus will be on the relative importance of proximity, deviance, significance and negativity as news values in each of the two countries. In both countries, the study includes the most important newscasts during a two-week period in the fall of 2007. The methodology used is quantitative content analysis. In the United States, the study includes CBS Evening News, NBC Nightly News and ABC World News, all commercial news shows. In Sweden, the study includes Rapport and Aktuellt, both public service news shows, and TV4 Nyheterna, the top commercial news show. Preliminary findings indicate some important differences in the television news coverage between Sweden and the United States; differences that can be related to the different media systems and degrees of commercialism in the two countries.

Media and powerful actors. Towards a reflexive understanding of mediatization

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DISPUTES ABOUT THE relationship between media and power and the assumed centrality of media or journalism in the exercise of power in later modern societies form one corner stone of the whole discipline of mass media research. Despite a long tradition of research and literature, the jury is still out and views differ greatly, for instance depending on political or theoretical leanings (functional sociology vs. critical theory) or on institutional positions (whether one asks journalist or politician or other experts). This paper presents the conceptual and theoretical and some of the first empirically based interpretations of a major research project aiming grasping the role that journalism plays in the exercise of power in Finland in the 2000's. The paper discusses some of the main classic distinctions related to conceptualizing power (for instance: pluralism/elitism, structure/action, strategy/tactics) and then presents a model for empirical analysis which aims at recognizing and elaborating the ways in which the media creates an essential part of the environment in which powerful actors operate. Theoretically the model draws from the idea of the 'field of power' (Bourdieu) and investigates the various ways in which the rules of the media field influence the use of arguments and symbolic capital on this field. Methodologically, the study combines textual analysis of thematically chosen key issues in the media with a large qualitative interview material within actor networks of these issues. By looking at how the actions and reactions of the media/journalism are anticipated and reacted to by various power holders the project aims at a better understanding of what mediatization of power means and does not mean.

Wounded Without Blood: The Heroic Tv framing of the Israeli wounded soldiers in the 2006 Lebanon-Israel war

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THIS PAPER SUMMARIZES the findings of a case study conducted for the purpose of examining Israeli television coverage of wounded soldiers during the Second Lebanon War (2006).

On the one hand, this coverage focuses on the rescue activi-

ties presenting it as most efficient and well-organised teamwork of soldiers and doctors, medics and soldiers, who are shown running a stretcher patient from the belly of a helicopter to the hospital, or rushing him, in the field, towards rescue vehicles. However, on the other hand, it blurs the unaesthetic aspects of the injured (blood, open wounds). This method of television coverage creates a narrative that is well recognised to television audiences in Israel, and will be called the narrative of the lovely injured.

The existence of the lovely injured narrative is not derived only from considerations of censorship, private modesty or any technical limitations associated with the filming. This representation of battle casualties acts for the efficient absorption of two veteran values: one is derived from the age-old tradition of the tendency to beautify the fighter and war in Israeli culture. The ethos of the good-looking fighter is closely associated with the ethos that has been accompanying the Zionist ethos, at the centre of which is the "new Jew", the end of the Diaspora Jew. Concomitantly, such a presentation of combat casualties serves the traditional image of the IDF as the best quality army: strong and skilled, efficient, calculating and in control of the situation.

The narrative of the lovely injured reflects the wider political-cultural phenomenon, what has been called a normalizing-war mechanism: a set of symbolic practices aimed at justifying, legitimating and purifying the use of military violence.

NEW TRENDS IN POLITICAL CAMPAIGNING

The emotional and rational dimension of the political image: can they be split ?

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THE RESEARCH ON electoral campaigns shows us a relevant trend pointing to the personalization of the electoral communication strategies, where the image of political candidates are built on specific characteristics or attributes which can highlight a particular image (Nimmo, 1974; Barranco, 1982; Levine, 1992; Ortiz Castaño, 1993; Newman, 1994; Hacker, 1995; Sanchís, 1996), underlining either emotional aspects for a more "human" candidate, or social aspects for a "candidate to voter connexion", or even professional aspects for a smart or qualified candidate managing political power.

Communication scholars efforts have tried to explain the political image building process usually assuming that there are four or at least five categories that work as frames of a political candidate image: competence, charisma, reliability, personality, leadership, (Canel, 2006; Goeminne y Swyngedouw, 2004; Miller, Wattenberg y Malanchuk, 1986). These categories have also been considered for analyzing the influence of the media on some political candidate's attributes salience, by measuring citizens cognitive responses (what to think about) and affective judgements (how to think about him) (Scheufele, 2000; De Vreese, 2004; De Vreese y Boomgaarden, 2003; Price, Tewksbury y Powers, 1997; Valkenburg, Semetko y De Vreese, 1999).

Taking into account the open discussion between Agenda-setting theorists and Framing theorists about what a frame should be considered in the case of candidate image mediation (McCombs y Ghanem, 2001, Maher, 2001), our goal in this paper is to further understanding how emotional and rational dimension of the political candidate images cannot be considered separately each other, as most studies have suggested. Instead, we offer a set of attributes for analyzing the construction of the political candidate image where both dimensions work mixed. These considerations

are tested on a multimethodological empirical study which includes data of a survey (N=818) conducted during the week before the electoral day which had the support of the respondents answers derived from a previous focus group that took part before that poll. We contrast these data with those derived from regional press and television content analysis of the electoral information during the two weeks of the official campaign.

Strategic framing in election campaigns: the case of healthcare in the 2000 Canadian federal election

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EARLIER STUDIES OF how issues affect election outcomes have focused primarily on the concept of agenda-setting and priming. Using new theoretical insights in the field of political communication, the projected paper will develop an alternative theory of electoral strategic framing. The theory argues that, during most campaigns, the political agenda is fixed rather than fluid, meaning that voters' priorities are largely immutable in the weeks preceding an election. As a result, the parties' key strategic decision is not so much about picking issues to be primed but to determine optimal frames for the issues already on top of the political agenda and to battle to render these frames more accessible to voters. As a result of this clash between competing tactical agendas, some frames become more accessible to voters because they are intrinsically stronger and better promoted in the media. These dominant frames, in certain circumstances, contribute to modify voters' opinion on issues, their perceptions of party leaders, and eventually their voting decisions.

The theory will be tested with qualitative and quantitative data from the 2000 Canadian federal election. Content analyses of their press releases and TV ads, and in-depth interviews with senior campaign organizers and pollsters will be used to reconstitute the design and implementation of the communication strategies of the main competing parties. From this we intend to demonstrate how the incumbent Liberals successfully framed the health issue, by far the top priority of voters at that time, around two-tier health, making it possible to seriously undermine the credibility of the leader of the opposition. From content analyses of media coverage of the main issue frames during the campaign, we will document how the negative two-tier health messages sent out by the incumbent Liberals have been widely diffused in the televised and written media, and internalized by the voters. Linear and logistic regression analyses of responses to survey questions in the 2000 Canadian Election Study will be used to show that the Liberal party's emphasis of the two-tier frame and its reinforcement by the news media during the election campaign contributed to change voters' perceptions of the leader of the opposition, and that election results were significantly altered as a consequence.

The implications to be derived from this project are important. First, the focus on the promotion of the image of a party or a candidate in earlier studies of electoral strategies seems misplaced. "Negative framing" is more common than "positive framing" in electoral campaigns. Second, the repertoire for issue framing appears to be limited and to rest on a series of binary choices: specific or general, promotion or attack, prospective or retrospective. Finally, the communication strategies during election campaigns can be conceptualized as competition among parties not so much to make voters think about issues that they weren't already thinking about but to make them think in different ways about issues they were already thinking about.

The Marketisation of British Politics: the long march of the electoral professional

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THE MARKETISATION OF politics raises profound questions about the democratic process in Britain and elsewhere. Some practitioners and theorists have welcomed this trend in the belief that it extends the principles of choice and accountability to the electoral and non-electoral arenas. However from another perspective this arguably forms part of an important component of a neo-liberal ascendancy whose trajectory has encouraged the subordination of democratic politics to the economic market. It is then no coincidence that those candidates most associated with changing the way campaigns were conducted at the turn of the 1980s were the same politicians responsible for implementing the New Right agenda for government. By winning office Margaret Thatcher and Ronald Reagan defied the conventional Downsian wisdom that elections are won on the centerground; rather these conservatives, supported by a formidable alliance of corporate interests, concerned themselves with shaping their environment (which broadly equates to Andrew Gamble's politics of power) as well as influencing their market (the politics of support).

The ensuing abandonment of core social democratic beliefs and objectives by those once on the center-left has led to the rebranding as 'new' of everything from the party to the wider political economy. Arguably this has led to a convergence around a new consensus espousing 'depolicitisation' forged, in the British case, by the Thatcher governments and which has meant the major two parties share a supposedly post-ideological framework. Here there is a denial of the continuing importance of (neo-liberal) ideology, indeed it is a period of intensive ideological debate, albeit the opposition has been relegated to the margins of mainstream media and, with notable exceptions, parliamentary debate. The process by which Labour embraced neo-liberalism or, as the chief strategist Philip Gould puts it, saw the need "to concede and move on" is bound up with the marketisation process that has transformed the party in policy and organisational terms.

This paper looks at the continuities and change in the way the parties have used marketers as agents of political change throughout their history. While advertising, public relations and market researchers have a long acknowledged role in the Conservatives it is noteworthy that the rival Labour party's intra-party democratic structures militated against the same actors' emergence as the supreme strategic authority. It is furthermore noteworthy that in what will be identified as the phases of so-called "propaganda" and "media" campaign development (see below) there were the antecedents of the later, more centralized, presidential and capital intensive "marketing" campaign to come. The latter has been a critical factor in transforming the once federal, multifaceted British party into a more hierarchical, elitist organization.

The personalisation of politics in the UK: the personal is political

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THE PAPER INVESTIGATES the extent and nature of the coverage of the personal lives of British party leaders in media coverage. In particular, it aims to explore the legacy of the politicisation of Blair's private persona in how current party leaders' personae are constructed by the media. The politicisation of private persona refers to the importance not just of leaders, or of their leadership qualities, but of personal qualities grounded in the private sphere, which appear to reveal politicians' 'authentic' selves.

The analysis of the coverage of Blair's premiership in the print press demonstrates that the emphasis on the personal was not as great as generally assumed. However, there is evidence that referring to the former Prime Minister's personal life became routinised and hence is likely to have provoked a self-reinforcing effect, making the phenomenon to endure and even deepen. The more the personal is casually used as a routine element of news narratives, the more it grows to be seen as natural, inevitable and taken for granted. Moreover, leaders, either because of the enhanced belief that it is the key to political and electoral success, or merely because of the potential cost of refusing to 'come clean' in issues of 'public interest', are likely to find it ever harder to decline to reveal aspects of their personal lives. But has this been the case? Is the personal as ubiquitous in current coverage as it was during Blair's premiership? Are references to the personal still routinised? Has the new 'anti-personality' Prime Minister, Gordon Brown, managed, or even tried, to reverse the trend? Is the personal linked to the political in similar fashion? In short, what are the similarities and differences between the portrayal of Blair's personal life and those of Brown and Cameron (Leader of the Conservative Party), and to what extent can these be explained as a result of Blair's legacy? The paper will answer these questions through a content analysis of the coverage of Blair's, Cameron's and Brown's personal lives in the press.

Personalization in politics – a critical assessment of its normative connotations

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PERSONALIZATION IN POLITICS is claimed to foster irrational and undemanding voting, impatience and irritation against political elites or video malaise. In this vein personalization is equated with de-politicization, staging and the loss of any substantial issues in the political process. Linden (2003: 1209, translations SA) summarizes these normative concerns: "One is apt to believe that due to personalization the political parties, along with the parties the political culture, and along with the political culture democracy would go to the dogs."

Personalization refers to a process in time, to a development in which (a) people become more important than parties as they are the main anchor for interpretations and (b) in which politicians' portrayal and evaluation become more and more based on un-political characteristics instead of substantial issue positions. This development that is often connected to ideas of Americanization or boulevardization is assumed to shape media reporting and commenting, election campaigns and finally voting decisions.

The goal of this paper is not to add another study analyzing personalization in any of these dimensions, but to critically assess the assumptions underlying the – often only implicitly formulated – normative evaluations of personalization. To do so, one needs to critically discuss whether the theoretical assumptions underlying this normative evaluation are appropriate. In addition, a review of the state of empirical research may tell us, whether – and in which form – personalization develops and whether there is evidence regarding the negative consequences for democracy. From a theoretical point of view one can criticize the maximalist demand of an informed and rational voter who is hampered by personalization in his information seeking. Newer concepts of democracy look for mechanisms of information simplification or shortcuts that allow voters to manage complex political processes. Personalization could well be regarded as one such mechanism. Also the empirical questions underlying this normative assessment of personalization are not settled yet. There is research out that neither confirms the view that personalization is an increasing and new phenomenon nor that it is the un-political

characteristics that become more important and thus make elections irrational. This does not mean however, that persons are irrelevant. Instead, a focus on persons is an old phenomenon – perhaps as old as politics itself.

Weak theoretical and empirical assumptions so far underlie the normative evaluation of personalization in politics. Consequently, a new, more balanced way is proposed for evaluating personalization. For that purpose, the risks and chances of personalization in politics are discussed not only in light of classic democratic theory, which centres on the idea of a rational, fully informed electorate, but also in light of pluralist and deliberative theories of democracy. This analysis makes clear that different concepts of democracy point to different risks and chances of personalization – e.g. regarding access and political participation or regarding transparency and accountability. More research is needed to confront these theoretical ideas of how personalization may positively or negatively influence democracy to empirical reality before personalization can finally be evaluated.

Media Scandals as Instruments of Political Campaigns

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FOLLOWING THE FIRST approaches towards a complex theory of political scandals by Thompson, who reflected on the fact that scandals in the mass media differ from other scandals which do not appear published, this paper presents a concept of media scandals as new appraisal of political communication theory. Since a systematical comparative analysis of scandals, reaching further than the mere identification of its phenomenon structure, has now become possible, our integrative theory of media scandals opens up a fertile field for studies in political communication, especially in the area of political campaigns.

The empirically based, theoretical approach explains the functions of media scandals for the collective differentiation- and identity management of society with the help of a qualitative content analysis (cf. Keller 2001) ranging from the fields of constructivism, discourse- and narration theory to the origins of system theory. Further, the sociology of news production, studies on framing creation and framing consequences for public opinion, as well as research models on how media functions in social control, are essential for our theoretical background. In our presentation, we apply the theoretical concepts on the following examples of political campaigns, where media scandals were used as instruments of political power play: the televised impeachment trial of Clinton (1999), the German Friedman Scandal (2003) and the reaction of Tayyip Erdogan, the Prime Minister of Turkey, to the recent tragedy of Ludwigshafen (2008).

With media scandals being a powerful means of political campaigning, our presentation aims at elaborating on the interactions and power relations between the media and politicians. With the analysis of the three examples, key aspects of scandal communication, ranging from political communication in general to political campaigning especially, can thus be explained: 1. How media scandals stage assumed drawbacks behind the facades of power and how they update the social self-conception. 2. How individuals and lobbies compete for political influence and economical sovereignty. 3. How communication rights and responsibilities are distributed and purposely applied.

Taking these perspectives into account, we integrate the nature of the media scandal with the journalistic processes of media production and the strategies of political issue management in the public sphere. Our results show, how in the age of digital mass media, scandals have developed into politics of public moral. By merging information with entertainment, media scandals qualify and update the symbolic structures of social systems and they

allow the participants the construction of identity and mediation through the media. In brief: Every event, situation and action in a political campaign can be used to create a possible scandal about it, provided that the involved know how to tell a scandal story. That is why scandal telling shows a very strong connection to current political and social developments, to society's problems and its allocation of power. Our presentation will give a deeper insight into the uses of public moral in political campaigns, as well as in political marketing processes as they become visible in media scandals.

COMMUNICATING THE EUROPEAN UNION

Europeanization in European News Broadcasts? – a Comparative Study of Euronews and Rapport

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THE PAPER, AIMS to find out how the national, Swedish, news broadcast Rapport and the European news broadcast Euronews report on EU and European issues. Europeanization is thus a crucial concept, and is here understood as a process similar to that of nationalization.

The main question is: which one of Euronews and Rapport is the most Europeanizing? In order to be able to answer that question, I have studied one month of Euronews and Rapport news broadcasts – quantitatively as well as qualitatively – and have posed the following more specific questions to the empirical material: which one of Euronews and Rapport has the most news reports about EU and European issues; and which one of the two has the most including communicative style, so that it is probable that the viewers feel that the news have something to do with them, and that they can identify Europe, the EU or other Europeans?

The background to this study is the recent European Commission statements that it is time to "close the gap" between the EU and its citizens, and that an action of that sort "can only be a success if the mass media are engaged in the process, in particular television" (COM(2005)494 final: 3). In that process, Euronews is trusted by the European Commission as one of the main actors, and is therefore also partially funded by the same institution. But is Euronews really more successful than national television media in "closing the gap"?

Most media studies on the reporting of EU and European issues have been conducted on the reporting on big, out-of-the-ordinary EU or European events, such as the 2004 enlargement, the introduction of the euro, etcetera. This study, on the other hand, studies Europeanization as something that is not reserved for big EU events, but as a process that is constantly on-going and therefore supposedly affects people all the time, since it is part of the everyday life of the citizens of the EU. In the long run, that could also contribute to the forming of feelings of belonging to a European community, to the creation of European identities, and – eventually – possibly also to European citizenship.

The findings of the quantitative part of the study show that Euronews is more Europeanizing, while Rapport is the winner in the qualitative part. Euronews thus has more news reports on EU and European issues, but they are generally not at all inclusive in their communicative style. Rapport, on the other hand, has less news on EU and European issues, but the news reports that are on those topics are longer, more personalized, easier to relate to, and more inclusive than the ones in Euronews. Europeanization is

therefore an ongoing process in both Euronews and Rapport. The study shows, however, that the more personalized approach within the national media format is much more in line with the process of Europeanization than the form of news reporting presented by Euronews.

'Constitutionalisation' of the European public sphere – EU institutional culture, the Internet and civil society

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THIS PAPER INVESTIGATES the top-down aspect of the European public dialogue and the opportunities that the EU's public communication strategy offers to civil society organisations for involvement in shaping the Union's political nature.

More specifically, the research into the EU's public communication strategy is two-fold, comprising a critical review of the official EU Information and Communication strategy documents and semi-structured interviews with EU officials directly involved in the designing and/or implementation of the EU's public communication strategy.

The theoretical framework of this article is built on two scholarly theoretical debates which have been developing in parallel over the past 10-15 years: The potential democratising impact of the Internet on politics and the conceptual association of the European public sphere with the EU's democratic deficit.

When reviewing the EU's Information and Communication strategy, as this appears on paper, it becomes clear that the Constitutional Treaty has significantly influenced the Commission's policy proposals, where there is a shift from information to communication. As a result, interactive media (i.e. the Internet) feature prominently in the strategy and the public's feedback is actively sought through online public fora and public consultations. On the other hand, the European Parliament, the Economic and Social Committee and the Committee of the Regions continue to place emphasis on the importance of informing the public, strengthening the ties with collective actors and maintaining the EU institutions' independence in terms of public communication implementation.

There are also differences in the way that the role of the EU institutions and of organized civil society in the implementation of the EU's public communication strategy is understood by each EU institution and advisory body.

Drawing on these findings this paper continues with the discussion of the results of the interviews with EU officials. Has the Constitutional debate affected the relationship between collective actors and the EU institutions in a similar manner as it has influenced the EU's information and communication policy in paper? How do they evaluate the role of the Internet in the EU's public communication strategy implementation? Does the difference of approach between the Commission and the Parliament regarding the EU's public communication strategy extend to the deployment of the Internet and if so, how is that affecting the presence of the EU institutions in the online European public sphere?

The analysis of the interview material shows that the opinions of the EU officials directly or indirectly charged with the implementation of the EU's public communication strategy are significantly different not only among the EU institutions but also from the official line of rhetoric found in the EU Information and Communication strategy documents.

The paper then discusses the theoretical and practical implications that this gap between official rhetoric and institutional culture has on the European public sphere, the role of civil society in it and the democratising potential of the Internet.

The 'Communication Deficit' of the European Union reconsidered

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THE EUROPEAN UNION has a "communication deficit" - despite of being responsible for almost 80 per cent of legislation in the 27 member states, the EU's activities tend to go unnoticed by the general public and its public image remains, as a result, largely ambivalent. This paper aims to offer a systematic explanation for this phenomenon by accounting for the complex multi-level reality of the European institutions and its implications for the political communication process of the European Commission in particular.

The paper's specific contribution to the field of European communication research is threefold, it sets out to develop a differentiated model of a two-fold European public sphere connect this theoretical model to the practical problem of the EU's 'communication deficit' validate the usefulness of the model by the findings of a comprehensive survey of the Commission's spokespersons service.

There is an extensive body of literature dealing with the coverage of EU affairs and the ways in which the style of reporting relates to the "Communication Deficit". Media coverage is frequently considered to be either elitist and remote from the European citizen (broadsheets) or to have a tendency towards oversimplifying or even ridiculing issues (tabloids). The reasons for such a coverage pattern have mostly been allocated in the media system or the editorial procedures within a certain media outlet. This paper argues that the nature of EU affairs coverage in fact already origins at an earlier stage, i.e. in the arena of European news management, the place where spokespersons and journalists exchange information. Based on the results of a study examining the actions and role perceptions of EU spokespersons by way of a series of interviews, the author develops a new theoretical concept of a two-fold European Public Sphere and its consequences for the news management on the European level. Findings suggest that the "communication deficit" of the EU is directly linked to a considerable "communication gap" between two different public sphere strands, separating a "European expert audience" from a "public domain audience". Both spheres significantly differ in their levels of perception, knowledge and involvement in EU affairs. The complexity of issues, along with constraints set by national interests, languages, cultures and peer pressures forces EU spokespersons to focus their day-to-day work on EU professionals rather than the European citizen "at home". Spokespersons regard themselves as "service-providers" for EU professionals rather than "educators" of the public. This preference for an expert audience becomes subsequently reflected in a mass media coverage that 1) takes over the complexity of issues but tends to limit EU coverage to specific newspaper sections or 2) reduces the complexity of EU issues by referring to established frames and clichés.

In view of the different logics of the two public sphere strands, the paper suggests that the "communication deficit" could be narrowed by applying a two-fold news management strategy that explicitly accounts for this gap by using different approaches for different audiences.

How political elites' control the media – the problem with EU-reporting in Sweden

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Although Sweden has been a member of the European Union since 1995, studies reveal that large numbers of Swedes are ill informed and/or misinformed of European matters such as the Union's basic policies, as well as the Swedish political elites' basic positions on those vital European matters. Parallel to this there is an ongoing debate on the role and the responsibilities of Swedish news media in this context, based on the assumption that the media is one of the most important institutions for the production and circulation of knowledge in liberal democracies.

Media owners, editors and reporters are criticized for not taking the European issues seriously enough – the actual reporting emphasize events over processes, the collaboration in Europe becomes interesting to journalism primarily in the light of other more dramatic events. The most obvious feature of EU-journalism is its national character, not its European.

In this paper these questions are addressed. From a combination of quantitative content analysis, discourse analysis and in-depth interviews with news editors, EU correspondents and press agents from the political party sphere in Sweden - based in Brussels - two basic explanations of the status and quality of EU news coverage is presented.

Firstly it has to do with the economic direction of news work which means that reporters are subdued to what can be called market disciplination. This affects the gathering of news and the construction of news stories, but also the newsroom itself, its planning and work organisation. A new type of newsroom culture is appearing - a process I call hybridization where trust management and intimidation are basic features.

Secondly, the actual reporting on the European Union has to do with the fact that the news sources - especially the press agents - are very influential in the processing of news stories about the EU. Correspondents are highly dependent on the news sources capital of expertise, but reporters also become embedded in the source organisations; they internalize the worldviews of the sources at the same time as the sources themselves internalizes the rules, routines and expertise of the news organisations.

This is how the sources – elite politicians and their press agents - can exert agenda control and publicity control. Sources are not just powerful, they are – in their own terms – routinely incorporated into the processes of news production – sources do the basic sign-work. And since European matters has low priority among the political party elites in Sweden - domestic issues takes precedence over European – reporting on the union gets a very specific character. From the perspective of the citizen as a news consumer, there is seldom any open and problematizing political journalism about the EU. That is a democratic problem. The EU-journalism does not serve the interest of the citizen, but it is far from disinterested: It serves the interest of national political elites and it serves the market strategies of media owners.

Political Communication at summits of the European Council: The perspective of German, Finnish and Austrian journalists

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DURING THE TIME a country holds the Presidency of the Council of the EU, the determining factors for mediating EU politics to the mass media change. The 27 heads of governments of the

member states come together to summits and informal meetings in the respective country and in Brussels. These large “media events” generate high media attention and attract the international press corps of EU-correspondents.

The rotating Presidency leads to a process of Europeanization of domestic media in the respective member state for a period of six months. Journalists report more about European topics because those are often intrinsically tied to domestic politics. This situation also changes the relation between EU-correspondents and their colleagues at home and leads to a more intense cooperation.

At the same time, the member state holding the presidency is in the spotlight of media attention for six months. The presidency is not only in charge of organizing and chairing all the meetings of the Council, but it also functions as mediator between the member states. Therefore, the respective national politicians become the leading actors on the stage of the EU. This also bears a chance of self-representation on an international as well as an EU level. Politicians of the country holding the presidency become central communicators in Brussels. The respective embassy is challenged with immense media attention and the national spokespeople become contact persons for the whole press corps in Brussels. Not only at summits but also in everyday life in Brussels. Especially for smaller countries this is a demanding situation but at the same time a big chance to set the agenda in Brussels.

Journalists report that cultural differences in the style of communication of the member states become very clear with the rotation of countries in charge of the presidency. The way of communication and the whole working situation in Brussels change every six months.

This study investigates the change of political communication in the course of presidencies of the European council. In the context of an internationally comparative analysis, semi-structured expert interviews in Brussels, Berlin, Vienna and Helsinki were conducted. Moreover, a participant observation at the summit of the German presidency of the European Council in June 2007 was conducted. It was scrutinised, if and how political actors and PR experts use presidencies as an opportunity to stage European politics to the mass media and how journalists react on that. The relation between journalists and political actors in Brussels is described in the context of the institutional structures in Brussels. It is assumed that the unique institutional set up of the EU leads to a special relation between media and politics at the European level. The study questions in how far theoretical approaches to political communication from the national context can be applied to the level of the European Union.

Young Europeans: European identity and the role of media usage

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AT THE LATEST since the negative referenda in France and the Netherlands a discussion about a missing European identity arose: Eurobarometer polls tell us that collective identities in the European Union are still national ones. In February 2006 50 percent of the interviewees said that they feel somehow connected with the European Union but 90 percent said at the same time that they have a closed connection to their home countries. The loss of the Eurobarometer polls is that they are just dealing with transnational differences between the member states on an aggregated level. Intranational differences within in the member states and the differences between social groups in the European society(ies) are just mentioned along the way. Studies about special focus groups and their similarities and differences from a pan-European view are still missing.

Regarding this fact the main aim of this paper is to have a close-

er look at the process of the genesis of (collective) identities and the role of media within this process by using focus group discussion as the method of reconstructing their perspective on the EU. Young adults with a short educational period in rural areas in the eastern part of Germany were therefore chosen as focus group. The Eurobarometer and other diverse polls showed that this group is extremely suspicious about the EU.

If you have a pragmatic look at the history of the European Union, one can see a track record. In the beginning the main goal was to keep the peace in Europe according to the motto „Never again”. Since the establishment of the European Communities (EEC, EURATOM, ECSC) with the Contracts of Rome lots of revisions and enlargements have taken place and new institutions have been built which got more and more competences from the member states.

But the citizen’s identification with the EU did not increase to the same degree as the progression of the European economic integration and the formation of supranational institutions. The never-ending story of the deficit triad of the European Union was born: deficit in democracy, identity and public sphere, which are influencing themselves interdependently.

This paper takes a closer look at the question of a missing European identity and European public sphere and their interrelations. Being aware of the different theoretical backgrounds of these concepts, they are seen as being transactional linked with each other.

The empirical analysis showed that, although the young adults are not interested in topics referring to the EU and do not have any emotional connection to the EU, there are connecting factors: Sports and forming “the other” to the “U.S. (at least cultural) hegemony”. Although the young adults perceive mostly U.S. music and movies, they are somehow afraid of the growing cultural influence by the USA and point out that the European Union might be an alternative option to oppose these influences, but the “typical” Europeaness is still missing and impalpable for them.

Religion and political communication

“Christianity bedevils talks on EU treaty” – how religious topics influence EU attitudes

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RELIGION HAS NOT been center place in previous models of attitudes towards the EU (an exception is Scheuer and Van der Brug, 2006). Despite secularism, religion and its public and private expressions play a major role in society (Casanova, 1994). Indeed, there has been a recent re-recognition of religion as a social force (e.g., Norris & Inglehart, 2004; Klausen, 2006; Minkenberg, 2003). This makes it high time to (re-)consider the role of religion in the context of existing models of understanding public support (or skepticism) towards European integration and to disentangle how religion and attitudes towards religion have become more salient (again) as a political dimension in European politics. Virtually neglected in this relationship is the role played by the media. The absence of the media in our current understanding is rather surprising, however, given that they matter both for understanding Euroskepticism (e.g. De Vreese & Boomgaarden, 2006), voting in EU-elections and referendums (e.g., De Vreese & Semetko, 2004; Hobolt, 2005) and for support for anti-immigration parties (e.g. Walgrave & De Swert, 2004). There is quite some literature dealing with the representation of religious and ethnic minorities in news (e.g., Wal et al., 2005), but little in the way of research on the impact of such coverage.

Media priming theory posits that political evaluations are based on readily accessible information, that is to say information that is easily brought to mind (Krosnick et al., 1996, see also Iyengar and Kinder, 1987; Jaspersen et al., 1998). Consequently, by focusing on religious aspects of European integration, these considerations are potentially endowed with additional relevance for expression general evaluations about European integration. In this paper first, the development of the amount of religious topics in the coverage on the EU in German and Dutch newspapers between 1991 and 2007 is analyzed. In 1998 a low point and in 2005 a peak of religious topics in the EU coverage are to be seen. According to priming theory, in 2005 people would be expected to evaluate the EU increasingly under religious aspects, this being especially the case religious people. The analyses of the Eurobarometer data show that when considering church attendance, news use and self perceived political left-right placement of the respondents indeed those who attend church more often, have higher news use, and perceive themselves to be more on the right of the political spectrum are highly significantly more positive towards the EU in 2005 than in 1998. More in-depth analyses on the impact of attending church and higher news use for each of the three political groups, the lefts, liberals, and rights show that in Germany especially the liberal churchgoers with a higher news use are significantly more positive towards the EU in 2005 than in 1998. Instead, in the Netherlands significant (positive) effects of the interaction of news use and church attendance are found in the group on the right end of the political spectrum. A qualitative content analysis of the religious topics in the European coverage in 2005 illustrates these findings.

'Going Local' as a Strategy to counter pan-Arab Television Competition: The Lebanese Example

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BEFORE THE ADVENT of pan-Arab satellite stations, television in the Arab world provided political information mainly presented in the form of 'protocol news' about the ruling elite and their content focused on national development issues. The emergence of pan-Arab channels from the 1990s onward shifted the focus of television coverage towards pan-Arab or pan-Islamic issues on the one hand and led to an increase of entertainment elements in Arab television on the other hand. This development has been highlighted as part of discussing globalisation theories which also gave birth to the paradigm of the 'Arab public sphere'. New technical possibilities and the cautious opening of media markets in the Arab world caused increasingly a competition among Arab television channels. Pan-Arabic themes and a transnational production market opened the way for a more audience oriented content in general. This took place as part of a multi-faceted approach: news presentation adapted to a more American-style format with richer graphical material and faster pace, many channels concentrate on entertainment content and the audience seems to get more involved via phone-ins during live programmes. Suddenly national-bound and mostly state controlled terrestrial Arab television channels that used to have a monopoly over information were increasingly confronted with the competition of not only technically better equipped satellite television stations using modern forms of presentation but also with more open and bolder political content.

In light of these developments this presentation examines the question whether the concept of 'going local' is a viable strategy of national TV stations to survive in the competitive pan-Arab television market. Such an approach focuses on a change in or an addition of content, namely local political news. Theoretical assumptions that are drawn from analysing existing studies that refer to

local media or local content in western countries will be compared to findings from Lebanon. Lebanon is the only Arab country where audience ratings for news programmes on their own domestic TV stations are significantly higher than those of pan-Arab satellite news channels. It is argued that the six private Lebanese TV stations are successful in attracting the Lebanese to watch mostly the news on Lebanese channels mainly because they apply a specific 'going local' strategy that has its roots in Lebanese society characterised by sectarianism. Data distilled from a qualitative and quantitative content analysis of Lebanese news coupled with interviews with TV executives responsible for political programmes and news from all Lebanese TV stations will provide the background for the argument that political communication in Lebanon is divided along sectarian lines which on the surface may also have its 'local' aspects in terms of geography. Yet, it is not so much the local communication of town hall meetings that features prominently in Lebanese television but the news in the various Lebanese stations mostly cater to specific sectarian communities and thus, 'going local' may mean something very different in Lebanon than in an European context and also translates into a different content of news programmes.

Politicized Religion, Religiously Implicated Politics and the Spectacularization of Political Leaders. Islam and communism in world news from the days of the cold war and into the post September 11 era

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THIS PAPER ADDRESSES politicized religion and, conversely, religiously implicated and/or spectacularized politics, as these themes appear in news journalism from the last couple of decades. Swedish morning newspapers' reporting on the Middle East and (post-)communist nations constitute the main research material and the selected years of 1987, 1995 and 2002 provide grounds for a discussion of social change in that they represent times before the end of the cold war, respectively after the end of the cold war but still before September 11 2001, and finally after September 11 2001. The analysis is based on a quantitative study (of 1162 articles), where articles relating to Islam, communism (and terrorism, see further on) has been extracted for qualitative discourse analysis (Fairclough 1995, Wodak 2001, Roosvall 2005).

The main research question to be answered here is how the alleged replacement of communism by Islam as the arch-enemy of the West after the end of the cold war, actually comes out in the genre of world news, and how the journalistic conceptualization of Islam and communism can be characterized at different time periods revolving around the end of the cold war and the terror attacks on the US of September 11 (2001). Specific studies of the appearance of communist and Muslim leaders, as well as of terrorism at different points in time (and space) are used as illustrations in this paper, where intersections of religion and politics as well as understandings of religion and politics are discussed.

The popular notion that Islam has replaced communism as the arch-enemy of the Western world is contested in this exploration of the mediation of religion and politics in the genre of world news. Articles about communist and Islamic leaders display more similarities than differences, regardless of time period, it is argued, specifically in the visual representations. Change in reporting on religiously inclined terrorism is also discussed and the results show that the type of faith associated with the violent deeds is crucial for the understanding of them and that similar deeds are described quite differently before and after September 11. A dis-

discussion about the tension between the possibilities of technical globalization and the obstacles for cultural globalization in the practices and conventions of the genre of world news, frames the analysis (Crofts-Wiley 2004, Rantanen 2005, Roosvall forthcoming 2008, Thörn 2004). Possible explanations of differences in the world does, in accordance with the notion of cultural globalization, not have to be perceived as cultural, but can for instance be explained as derived from the political system (Appadurai 1996, Roosvall 2005). Only communist systems are used as explanations in this way in the examined material. Capitalist systems remain invisible and are rather naturalized in the discourse. The theoretical rationale is, other than the already mentioned theories on cultural/technological globalization, furthermore also constituted by theories on politics and globalization (Beck 1997) and intersections of religion and media (Hoover 1998, 2006). Edward Said's Orientalism (1997) also comes into play in relation to the descriptions of the Middle East.

Making an Islamic media in Turkey on the way of neoliberalism

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SINCE THE JUSTICE AND Development Party (AKP) which was differentiating its Islamic discourse have come into the government position in 2003 in Turkey, an Islamic media gained momentum in Turkish mainstream media environment. Now, almost more than a half part of Turkish media is depending to the government politically and/or financially.

Although there is no grounded difference between the given journalistic practices, this part of the Turkish media has differed by its powerful support for the ruling party of AKP. This is a very interesting historical phenomenon with regard to its eliminating of the general ethical codes of journalism like impartiality or the journalistic independence which were embedded in the liberal theory of press freedom. As it is known, classical liberal theory argues that the freedom of press in the free market ensures the disseminating of a wide range of interests and opinions. Although this is a misleading or illusory assumption, there is still a great consensus about it in Turkey as well as in all democratic societies in the world. But in this example, the growing Islamic media and its growing open support to the government seems like to be caused a real conspicuous to traditional journalistic code of impartiality.

I will argue that this unusual support for the ruling party of that Islamic media is a symptom of the Turkish version of neoliberal politics. Because of its championing of the retreat from the welfare state in 1980s and 1990s, Turkish neoliberal governments established a new hegemony project which was based upon the Turkishness and Islam, namely "Turk-Islam synthesis". The architects of this new hegemony project used the Islam as important cement to stop the possible protests by the Turkish dissent groups like leftists, Kurdish people, etc.

This project was relatively successful especially with a great help of liberal thinkers or some intellectuals from the Turkish left. Where the Turkish left adopt the neoliberal policies like privatization, especially Turkish working class lost their traditional intellectual and moral support and along with the working class all Turkish people became distant from the political decision making processes. Now, there is no any objection about this direct support of the Islamic government by Islamic media. Thus, neoliberalism is operating faster than ever thanks to a great support of an Islamic media for its representatives, namely AKP government in Turkey.

To assess and estimate about the near future of the Turkish political environment, I would like to analyse this "new" phenomenon of Islamic media in a historical basis of the Turkish politics, especially comparing with the neoliberal ANAP governments in 1980s

and ANAP' pursuit to construct a depended media. So the basic question of this study will be like that: What are the similarities and differences between two political processes in 1980s and in 2000s and is there a significant role of Islamic discourse (in other words, is the "colour" of a media important or not) for the success of a neoliberal hegemony project in Turkey.

The reversal of political liberalization in Egypt

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THE BLOG SPHERE is a new platform of communication in Egypt. Though, it is still limited and addressing only the elite in a society that is overwhelmed with poverty, illness and illiteracy.

The purpose of this research is to assess the conceptual and analytical issues behind the current political agitation in Egypt and the role of media in mapping such situation. The research paper will cross some of the Egyptian blogs in order to reflect the local context that includes the civil society, political culture, and political economy, which are considered as significant factors that shape the political liberalization process.

In this analysis, the researcher will concentrate on the most important component of the Egyptian domestic context, "rise of political Islam," in other words, increasing role of Islamic fundamentalists in Egyptian politics. In that regard, the research will attempt to answer the increasing impact of politicizing religion, which is effective in the processes of political liberalization and deliberalization in Egyptian political life.

POLITICAL COMMUNICATION RESEARCH SECTION – POSTER SESSIONS

International Radio Broadcasting in the Age of Global Public Diplomacy. A Case Study of the BBC Arabic Service's Public Affairs Talk Shows

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FOR 70 YEARS, the BBC Arabic Service has been a central player in the Arab World political communication scene both as a source of news and as a platform for public discussions of issues significant to the region. Numerous historians have noted a spiraling popularity of this international broadcaster in the 1960s, 1970s, and 1980s in the contexts of global Cold War politics and strict regional media controls. Although the launch of the BBC Arabic Service on January 3, 1938 was a function of pre-World War II political and military rivalry involving Great Britain, Nazi Germany and Fascist Italy in the Arab region, it was clear from the beginning that the Service was not a mouthpiece for the Foreign Office. On many occasions, the Service found itself in direct conflict with British foreign policy makers regarding its coverage of major Middle East events ranging from the Suez Crisis of 1956, to the 1967 Arab-Israeli War, to the 1982 Israeli invasion of Lebanon, to the 1989 Palestinian First Intifadha. The service's widely-acclaimed impartial coverage of those events was bound to induce misgivings from Israelis as well as Arab governments about what were perceived as biased handlings of political developments. In most of those events, the BBC Arabic Service was emerging victorious, always invoking its editorial independence as a shield against crit-

icism. The service's visionary leaderships in the 1970s and 1980s were adamant in defending its editorial integrity and rejecting submission to political and diplomatic pressures. The main view at the time was that an independent and impartial radio service would better serve British foreign policy interests than a propagandistic radio broadcaster.

Since the early 1990s, the end of the Cold War, the advent of globalization with its political, technological and economic manifestations, and the changing face of Arab World politics were significant factors defining the role of the BBC Arabic Service in the Middle East. The notion of public diplomacy was gaining vogue as the defining mission of the service at a time when the region was experiencing major political and communications transformations with serious implications for Arabian societies and states. The advent of satellite television and the World Wide Web and the opening up of political environments in the Arab World seemed to have deprived the BBC Arabic Service of its long-time advantage as a central supplier of diverse news and cultural programming to a politically-deprived audience. One implication of this development relates to the fact that public diplomacy has come to define the service's agenda following a series of debates on this issue at different levels of British foreign policy-making institutions.

This paper seeks to shed light on the public diplomacy role of the BBC Arabic Service in a region marked by military instability, economic stagnation, and socio-political ferment. Furthermore, the Middle East's public opinion has also shown disfavor for the rather U.S.-aligned British policies in the region as evident in the Anglo-American invasion of Iraq and the consistent support for Israeli rightist leaders' handling of developments in Palestine. The main question addressed by this paper relates to the extent the BBC Arabic Service contributes to the region's public diplomacy in the media sphere. The writer analyzes two popular BBC Arabic Service talk shows: 'Point of Dialogue' and 'Talk of the Hour'. While the former provides a forum for listeners' views on the issues addressed in each episode, the latter plays host to selected expert in the issue at hand. The writer concludes that both programs seem to reflect new BBC orientations towards evolving political and social conditions in the region which go in line with an emerging new British foreign policy outlook drawing on public communication as an effective tool for optimizing British goals in the region

The arguments of power: Between the capital and the State in RCTV case

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THIS DISSERTATION PRESENTS the results of a research advanced in Venezuela, which did follow-up the rhetorical strategies of argumentation enunciated through the broadcasting media system, for the principal actors involved in case of not renewal of the concession to the broadcasting station Radio Caracas Televisión (RCTV).

For this purpose, was analyzed a corpus of texts enunciated between December 24, 2006 and May 31, 2007 by representatives of the government – Hugo Chávez Frías (President of the Republic), Jesse Chacón (Minister of the Popular Power for the Telecommunications), William Lara (Minister of Communication and Information)- together with several leaders of the media Venezuelan companies -Marcel Granier (Executive of the consortium Companies 1BC, owner of RCTV), Alberto Federico Ravell (executive of the broadcasting station Globovisión), Michael Ángel Rodríguez (journalist of RCTV), Leopoldo Castillo (journalist of Globovisión).

The study went forward from the perspective transdisciplinarity that offers the critical discourse analysis, emphasizing in the follow-up of the following strategies:

1. The construction of the "Us/The Others" (Van Dijk, 2003) as classic strategy of political polarization in processes of socio-historical change.
2. The exaltation of the emotions of the people, like classic strategy of ideopolitical persuasion on the part of his leaders.
3. The claim to legal foundations and rights, like strategy of typical legitimization in processes of fight for consolidating a new hegemony (Gramsci, 1929-1935).
4. The invocatory of the right to the freedom of expression and communication, as argumentative classic strategy in the confrontation for the power between civil and political society (Gramsci, 1929-1935).

Finished the study, it was concluded that all the leaders, with independence of the position that they were trying to sustain, appealed to the same rhetorical strategies to give seat to his arguments. Such an identity suggests that in contexts of political polarization like that Venezuela lives at the present time, the enunciated contents lose relevance opposite to the rhetorical forms mercy to which such contents are elaborated in the public speech.

Conflict as a framing device: framing conflict in campaign political discourse

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REESE DEFINES FRAMES as 'organizing principles that are socially shared and persisted over time, that work symbolically to meaningfully structure the social world' (Reese 2003:11). Conflict in Greece tends to be organized by such frames the most important of which is the interparty conflict frame. It incorporates varying levels of ideologisation, of personalization, of historical indexing and of intensity of conflict. Its qualifying characteristic is that it perceives and organises reality in an antithetical polarized manner and in terms of party-relevance (Samaras 2000). The interparty conflict frame performs the double function of polarising and defining. Traditionally the operation of the interparty conflict frame dominated in Greece the domain of journalistic operation that Hallin (1986) defined as sphere of legitimate controversy. As long as the Greek political communication system operated under conditions of party logic, intense press party parallelism guaranteed the dominance of the interparty conflict frame.

The rise of media logic challenged the interparty conflict frame. Journalists tend to produce populist deliberation which organized conflict into antipolitical schemata; usually into the form of antithesis between politicians Vs people, or vs journalists. At the same time the rise of the vested interest frame and the intraparty conflict frame further undermined the dominance of the interparty conflict frame

In this paper we are examining conflict as a framing device. Our goal is twofold: (a) to examine the hermeneutic ecology, the full range of variations of the conflict organizing frames and (b) to test the prerogative that media logic has challenged the dominance of the interparty conflict frame. Since conflict frames are produced by both politicians and journalists we analysed the talks shows embedded into the newscasts of two weeks of campaign in Greece.

In terms of methodology we employed both qualitative and quantitative methods. At the first stage grounded theory was employed. Every single pole of contradistinction that appeared in the talk shows was accounted for and organized into a typology. Consequently the findings of the grounded typology were aggregated into wider categories in order for derivative frames to emerge. The emerging typology was intergraded into the codebook and used for quantitative content analysis. The derivative frames correspond to variations of the generative frames: the

interparty conflict, the interparty conflict, the vested interests and the antipolitical frame.

The results of this project contradicts the notion that media logic has undermined the interparty conflict frame; since is the most frequent form of organizing antithesis. This finding implies that the party system exerts high levels of control of its representation during campaign period. However, further research is required in non-campaign periods.

On the other hand the analysis indicates an important qualitative transformation of interparty conflict frame. It has been corroded by elements of populist deliberation that traditionally inhabits the antipolitical frame. A process which is attributed to the displacement of position politics by valence politics, the incapacitation of historical indexing as a tool of polarizing and mobilizing through demonization of the opponent, and finally the growing depoliticization of the audience.

The impact of mass media and and public opinion on decision-makers in the UNAM: Agenda-Setting in power play within the Mexican Autonomous University (UNAM)

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THE CENTRAL CORE of this paper is to show and discuss the advances in the aim on developing a theoretical model for media inference over the decisions of power within the Mexican Autonomous University (UNAM), objectivity is explored through the multidisciplinary approach of a construct that appropriates formulas, proved effective, in the theory of rational election, used in gambling, along with similar, alternate validating methods.

Direct and indirect variables are identified to re-formulate the empirical process involved in media and public opinion relevance over decision-making. Influences include both institutional and factual power agents within the framework of Macro-universities in Mexico.

In short, this paper aspires to spell out the process of agenda-setting in the power play for the UNAM:

Since the early seventies, innumerable social scientists have built what is now, the collective cumulus of knowledge that articulates the interaction between mass-media and public opinion. This new social conscience is the matrix of what is now known as agenda-setting. New generations are now inheriting the challenge of deciphering mechanisms that regulate the impact of mass media and public opinion over decision-makers. Media inference, over both public and political inter-relationship, involves complex behaviour analysis to establish formal political agendas.

However, great part of the existing investigation revolves around the how's, of conflict-resolution rather than the more constructive why's, and how's, of conflict-chain-reaction unto governmental Gordian nodes. This dual approach establishes a clear distinction -as knowing- between the object of study of scientific politicians, who hurdle around the theme of power, and the political analysts whose main theme is around the power of the themes, set.

Thus the pertinence of studying the way problems are recognized and defined as such; how alternative solutions are proposed; what roles are laid out for the different political players within the game; and how it all adds up to the crux of the moment when it sets their status of agendum.

The relevant question here, remains whether political agenda-setting over social issues, actually leads to a change in the course of events with real impact over social behaviour, leading to the resolution of the problem. If so, causes and key players need be identified among the underlying forces of social pressure, public opinion and media inference; possible scenarios need be traced, when growing conflict requires the involvement of political and

governmental agenda-setting. for its resolution; and consequences need be assessed.

Further study needs also be done in the UNAM to analyse the processing behind: „What happens during decision-making?; How does it happen?; Why?; In what manner?; Who is involved?; What given weight do participants carry?% And lastly: „How can agenda-setting within that context, ensure implementation without putting institutional stability at risk.%

This model will explore the former, enriching existing literature on construct analysis in Latin America. It also hopes to present innovative results of a multi and transdisciplinary effort to measure the interaction between mass media, public opinion and authorities within the UNAM. Its concrete and statistical reliability are its main asset (differing from other similar projects), due to its multi-methodological approach which combines systematic, parallel data-analysis, to cross transversal approaches from multiple disciplines (political, economic, administrative, psychological, social and cultural), within a common framework.

This investigation poses results that will: refine formula validation; propose new theoretical models; enhance subsequent political implementation, and underline the importance of agenda-setting as an early intervention strategy for future conflict resolution within the UNAM .

The outstanding of online political journalism and news media in Turkey on the cutting edge of the E.U.

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ACCORDING TO INFORMATION gathered from Office of The Prime Minister, Directorate General of Press and Information, there are currently 29 national newspapers in Turkey and on the other hand there are more than 20 newsportals, of which numbers are increasing day by day. The annual average number of sale of the 29 newspapers published at the national level has reached 4 million. A significant part of the national press utilizes the highest technology available in the world. A majority of these have assumed a contemporary appearance and have become attractive from the aspect of printing and presentation. According to the polls, the habit of reading newspapers in total population is 66 percent.

In Turkey, the competition between the written and visual press is gradually tending towards the written press. The importance carried by the written press because of its nature was shaken for a period of time compared to television and radio, but it started to recover in a short period of time. The activities conducted on income sources based on advertisement revenues and sales in Turkey have shown that the annual average sales of the written press is 400-600 million US dollars from sales alone. The advertisement revenues are close to this figure. According to this, the total annual sales of the written press is around 1 billion US dollars. It is obvious that from the aspect of annual sales, the press sector is an important sector. Furthermore, because of its effectiveness for forming public opinion, it is an area that attracts the entrepreneurs. Consequently, the written press in Turkey is experiencing an important concentration problem.

On the other hand these kind of driving forces, as well as the studies, developments and innovations relating to the case of entering the EU, the use of online communication technologies and news media have increasing especially in the politics. Most significantly this year Turkey is on the edge of both national general elections and the selection of new state presidents within the parliament. For these reasons the conventional media in political communications doesn't seem to sufficient and efficient. In spite of the fact that the political communications substructure for online communication is unfortunately not enough, people and voters

who are using Web as medium increasingly tends to switch Web 2.0 in order to share their political opinion and tendencies.

This paper aims to trace back the early history of political communications in Turkey by giving particular attention to the dynamics of recently emerging new media market, and to state and project the newly shaping citizens' s consciousness and usage for political communication under the latest changing environment due to not only national political environment but also other factors in connection with the EU' political force. By doing so, the underpinning aspects and effects of political media industry of 2000s in Turkey, especially in the light of the results taken in 2007 General Elections, can be better evaluated.

The changes in the political communication scene of the new democracies: Mexican case

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THIS PAPER EXPLAINS how a new political communication scenario in the presidential campaigns resulted from a dying Mexican authoritarian regime. It addresses the political communication scenario of the authoritarian regime and the evolution of the political communication throughout the process of regime change. It uses the most recent theories of political communication to explain how the new scene of political communication occurred in Mexico.

Following D. Wolton's, the concept of political communication is considered as public field of exchange consisting of the contradictory discourses of politicians, journalists and of public opinion. A theory of reception is used to describe a new political communication scenario based on mass media messages that are polysemic, where an active public exists that reinterprets the messages, and a network of contextual conditions that influences public opinion.

A review of the existing political communication scenario of the authoritarian regime helps us understand the changes that occurred. The empirical data help confirm the end of the authoritarian regime, the profound change in political actors, and how the center of power has been dissolved, as in the case of the president, opening a space for new forces fighting in the political system. Additionally, the relationship government enjoyed with mass media corporations has also been replaced by powerful pressure groups. And finally, the role of the electorate has been displaced onto an active public space, away from a passive one that was maintained during the authoritarian regime.

The complexity of the new political communication scenario is difficult to capture using "effects of mass media" or videopolitics theories. Quantitative and qualitative research demonstrate that the mass media effect was not the most important, sustaining that candidates' mass media strategy was the main influence in the 2006 election campaign. This opens a space that considers the plural character of the mass media spectrum, consisting of polysemic messages, an active public, and an ever changing political communication battlefield.

Framing the past: Media and public opinion in post-conflict Serbia

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THE DISINTEGRATION OF Yugoslavia during the 1990s has brought about a decade of violent conflicts and inconceivable indi-

vidual sufferings to the countries and the people of the Balkans. Recovering from and facing past experiences of large-scale violence and injustice is a major challenge for all post-conflict societies. The transition from a society involved in violent conflict to a peaceful and just state of affairs demands great willingness and commitment from all societal actors. This study investigates the process of facing the past in Serbia, a country burdened with the legal, moral and political legacies of the large-scale brutalities committed in its name. We focus on three distinct yet interrelated social arenas – the media, public opinion, and institutional politics - and investigate their performances in the process of facing the past in Serbia. Central to coming to terms with past large scale atrocities are concepts as acceptance of history and willingness to trial those involved in violence and injustice. Do, and if so how do national news media frame Serbia's role in the Balkan conflicts? Is this in line with how institutional politics approaches this issue? And finally, how does public opinion view the process of facing the past? These are central questions dealt with in this study.

We draw on three distinct sources of data. First, an exploratory frame analysis of the mainstream media discourses on war crimes and efforts of facing the past in Serbia was conducted. The reporting in four quality newspapers was analyzed for the period from 2004 to 2006. The analysis also considered actors that dominate the media discourse and topics that shape it. A sample of 913 articles was coded to identify frames, actors and issues.

Secondly, we investigated what Serbians think about and how they evaluate their country's recent history and particularly how much significance they give to a process of facing the past. This section relies on a number of representative surveys conducted in Serbia between 2003 and 2006. We analyze the relations between Serbian citizens' level of knowledge and moral evaluation of their country's role in the conflicts, their attitudes towards facing the past, their political loyalty, socio-demographic and other relevant measures. Thirdly, in line with the media content analysis, a frame analysis was conducted of official government statements on war crimes and facing the past in the period 2004 to 2006.

The results of the three distinct analyses are related to each other, and over time-developments in how these social actors face the past are considered. With respect to public opinion we find signs of growing indifference in all socio-demographic strata of society while the frame analysis reveals a set of frames that can be categorized as on the one hand "inherited" conflict-frames and on the other hand newly emerging post-conflict-frames. We thereby identify possible trends in how Serbian society does and will come to terms with its role in the violent conflicts during the 1990s.

Media Freedom under the State of Emergency: A Critical Look from Bangladesh

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FOLLOWING A POLITICAL standoff between two contending alliances over the general elections, a state of emergency was imposed in Bangladesh on January 11, 2007 by the Armed Forces' backed interim, caretaker administration that promised general elections, free of violence and "black money", within December 2008. People and the mainstream media apparently welcomed the decision, although the emergency banned certain clauses of the constitution relating to fundamental rights. In practical terms, this meant that one could not seek redress in a court of law in case of illegal detention, as the right to writ, remained suspended. Naturally, one does not want to transgress on territory, which may call for legal protection.

The head of the new administration met editors of newspapers four days after he took over and assured the press of all support. Chief of Army Staff, a powerful man in the current dispensation, also meets editors, regularly. This has largely allayed the fears of media. But then there is a certain element of caution or self-censorship, which can be observed. So far, there have been only a couple of cases of arrest of journalists but in both the cases the publishers disowned the items. The concerned journalists have also admitted that it was an inadvertent error. A number of newspaper publishers have been arrested or are in hiding now. This has affected many newspapers, mostly large circulating Bengali ones. Journalists are caught in a dilemma over the issue. They would like their papers to run well, at the same time, they have little to say when the owners are charged for activities that are not even remotely related to journalism or publication. So far the journalists, a politically powerful community in Bangladesh, have refrained from making any comments about it.

The electronic media is much more vulnerable to government pressure as the law says that the government can cancel their frequencies, any time. Besides, being a comparatively new medium in Bangladesh, it has much less clout. Private television channels made their debut in 1996 only and are yet to emerge as an independent source of information. At least one channel, specializing in news – CSB – was shut down by the government following the channel's extensive coverage of anti-government demonstrations at the Dhaka University in August last year. Another channel was also warned not to be subversive. Talk shows that dominate TV programs were all shut down, temporarily, but after a month or so were revived. This paper will analyze media freedom in such a complex situation.

A Consequence of Late Modernity?: North Korea's Nuclear Issue as a Minor News Agenda in the Japanese Media

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ON 9 OCTOBER of 2006, North Korea carried out an underground nuclear test for the first time. This caused a diplomatic incident that would possibly force the world community to restructure the nuclear non-proliferation regime. The countries that are actually affected by North Korea's nuclear development are neighbouring countries, especially South Korea and Japan, so the Japanese news media gave a substantial amount of media coverage to the nuclear test just after the test. However, it is well worth noting that the Japanese news media had not put a high priority on North Korean nuclear issue before this underground nuclear test was carried out even though North Korea had continued to develop nuclear weapons for a long time. More significantly, Japanese news media dropped North Korean nuclear issue from news agendas one month after the test.

Through both quantitative and qualitative approach, this study examines two major Japanese newspapers, Asahi Shimbun and Yomiuri Shimbun and shows that these Japanese newspapers have put a low priority on the nuclear issue. Then this study explores the reasons why Japanese news media think little of North Korean nuclear issue and argues that there are underlying reasons why Japanese media make light of North Korean nuclear issue.

As far as diplomatic agendas between North Korea and Japan are concerned, both the abduction issue and the nuclear development of North Korea have thus far been treated equally significant by the Japanese government. The abduction issue is a shocking incident where dozens of ordinary Japanese citizens were abducted by North Korean agents and were sent to North Korea in the late 1970s. The quantitative analysis of this study clarifies that even after the missile launch by North Korea in July

2006, the quantity of Japanese news coverage dealing with the nuclear issue was far below that of the abduction issue. In other words, nuclear issue has been made light of because media producers have attached greater importance to the abduction issue.

This study argues that these Japanese media behaviours are deeply connected to the problems and dynamism of late modernity. Making use of the changing concepts of 'intimacy' and 'trust', there is a huge difference between North Korean nuclear issue and abduction issue as values of news agendas in late modernity. Though it may be paradoxical, this study argues that the abduction issue falls into the frame of 'trust' relationship in modernity, but nuclear issue does not as it is an abstraction and cannot be humanised as a news agenda. This argument could be supported by another view that the contemporary media discourse that concerning risk and security has a tendency to place great importance on the 'humanised' news agendas because of the structural changes of ontological security in late modernity.

Monitoring the media during elections

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MONITORING THE MEDIA during elections is a contribution to good Governance. Domestic and International Election Observers consider media behavior to be a central element in determining whether an election is "free and fair". Generally accepted standards of journalism require that the media provide for accurate and balanced coverage of elections related events.

Determined whether the state media is free to play an impartial, fair and objective role in covering activities of all candidates and political parties. Determine if journalists forced to adjust their comments or criticisms to what is considered to be acceptable by authorities and or are they engaged in self-censorship. Find out if there is any prejudice in reporting based on racial, ethnic and religious hatred.

RESULTS

The monitoring results for the month of May 2000 indicated that the English language newspaper The Monitor and the Luganda (local language) Bukedde gave almost equal coverage to the Movement, Multiparty and Boycotters. The English language newspaper The New Vision gave slightly less coverage to the Movement and twice as less coverage to the Boycotters than The Monitor and Bukedde. The Multiparty side, however, received twice as much coverage in the State-owned The New Vision than the independent The Monitor and Bukedde. Bukedde is a sister newspaper to The New Vision.

The Movement received a preponderance of coverage in all the papers in comparison to either the Multiparty or the Boycotters. Noteworthy is that the Boycotters received more total news coverage than the Multiparty side.

	The Monitor	The New Vision	Bukedde
Government	33%	43%	35%
Movement	37%	34%	38%
Multiparty	5%	10%	5%
Boycott	14%	7%	15%
Miscellaneous	11%	6%	7%

During the 2006 Presidential Elections, Uganda Broadcasting Corporation (UBC) TV was under instructions from the State to give any coverage to Retired. Colonel Dr. Kiiza Besigye, who was the main political rival of President Yoweri Museveni.

RECOMMENDATIONS

Whilst all media should offer responsible and fair coverage, it is especially incumbent upon State owned media to observe even more rigorous criteria since they belong to all citizens. The citi-

zens pay taxes and the public media have therefore legal and moral obligation to serve the interest of the general public, not partisan or private interests. Using public media to promote a certain political party or candidate should therefore be considered as an illegitimate manipulation with the public property.

Effect of exposure to political web information immediately before voting day: A panel survey study in Japan

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I OFFER EMPIRICAL evidence on the information-seeking behavior of the Japanese electorate during the last national election campaign in 2007. I will focus on two issues. First, I will examine the extent of selectivity of exposure to political web information. Second, I will investigate the effect of exposure to political web information on voting behavior. Methodologically, I'll conduct quantitative analyses using panel data which were sequentially collected for three days including voting day.

The political consequences of the increasing number of people using ICT is the subject of academic controversy (Bimber, 2003; Bimber & Davis, 2003). In particular, it has been pointed out that the selectivity of exposure to web information is higher than that of traditional mass media (Sunstein, 2001). Although users can be actively access information by clicking links and thereby access information on substantial issues, such activity also makes it much easier to be exposed to limited information consistent with one's predispositions. In the other words, it becomes much easier to filter out inconsistent or indifferent information. This change can be a serious threat to political deliberation, that is, high-quality political decision making based on understanding and exposure to diverse opinions and arguments (Ackerman & Fishkin, 2004). This is the first focal point of this study. I'll investigate the extent of selective exposure to political web information during an election campaign.

Second, I'll investigate the impact of exposure to political web information on voting behavior. The data used in this study indicates that about 30% of respondents had not decided which party to vote for two days before voting day and more than 20% of them had not even decided the day before voting day. Although such people might decide which party to vote for from information to which they were exposed just before voting day, such dynamics have not been fully examined, in part because of the methodological limitations of traditional surveys. I tried to overcome this limitation by sequentially collecting web panel data for three days including voting day. With this data, I'll investigate the following research questions.

1. What is the effect of exposure to political web information just before voting day on voting behavior? Furthermore, what is the contingent effect of the selectivity of exposure ?
2. What is the interactive effect of exposure to political web information together with other sources of information? For instance, how does talking about the political information you saw on the web with your friends or family affect your voting behavior? Or, how is exposure to political web information related to exposure to traditional mass media like newspapers and TV? And how does this relationship affect voting behavior?

By examining these questions, this study will try to reveal the effect of exposure to political web information on voting behavior.

Election Campaigns and Digital Information Divide in Iran

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THE DEVELOPMENT OF new information and communication technologies in recent decades have affected on political, social and cultural lives of people. These technologies are able not only to change the essence of democracy by affecting the values of the society but also to provide new forms of public participations in various fields especially in political activities.

Recent findings of international organizations and national research centers demonstrate that different countries do not the same access to the information and communication technologies. In addition to the existing divide between developing and developed countries, societies encounter the other surface of digital divide based on the differences in gender, properties, skills, professional education and geographical obstacles. In studying the consequences and impacts of the extension of Internet in developing countries, we can concentrate on political activities.

Using Internet by critic political groups, reformists and liberal activists has made an appropriate environment for political actions in closed government frameworks and limited freedom of the press. Indeed, Internet has provided another layer of freedom of speech in virtual space. Moreover, access to new technologies has been supplied for special groups (such elite and managers) of the society and others either have limited access or have disability in information technology skills.

Therefore, the advent of these technologies in some developing countries such as Iran although making open political sphere in cyberspace, intensify the information inequalities because of the infirmity of infrastructures, unequal distribution of the resources and generally under-development.

Digital information divide can be investigated in various fields of study but using Internet in Iran's recent election campaigns is considerably significant. Thus, the influence of digital information divide in Iran's election campaigns by focusing on the last election (March 2008) will be analyzed in this paper.

Agenda-Setting Effects and Issue Saliency: A Case Study of the Taiwanese Presidential Election in 2008

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ON JANUARY 12, 2008, the Democratic Progressive Party (DPP) of Taiwan suffered a major defeat at the hands of the Chinese Nationalist Party (KMT) in legislative elections ended up securing only 13 district seats and 14 at-large seats. Analysts attributed DPP's failure mainly to the new electoral system as well as public displeasure with the DPP administration's unsatisfactory performance over the past eight years. The Taiwanese media have been intrigued by the dramatic shift of political powers, therefore a great deal of news stories on the upcoming presidential elections in March are covered. In light of the literature from agenda setting effects, mass media, policy makers, and the public interact and influence one another to affect issue saliency (e.g., Kioussis & McCombs, 2004; McCombs & Reynolds, 2002). The current study employs methods of content analysis and social survey to examine the agenda setting effects of the 2008 presidential election in Taiwan. The implications of the results will be discussed.

Is it conformity or criticism of media against negative election strategy during the presidential election? – focusing on 'BBK' scandal of elected candidate of South Korea

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SOUTH KOREA JUST has had its 17th presidential election. During the presidential campaign there was 'BBK' scandal against now, elected candidate and most of media focused on the scandal in various points of view, mostly, in negative. Even though the investigation about the scandal is still going on, media stopped talking about it right after the candidate who was involved in the scandal has been elected. Thus, this research is about to know whether the media sympathize with or criticize negative strategy of the certain camp during the presidential campaign and how media has done it through following research questions: first, is there quantity change according to time period? Second, is there media frame change between two major candidates according to time period? Third, is there frame change while media reports on the scandal according to news type? To answer these questions, first of all, this research solely focused on broadcasting news. Entire presidential election period will be divided into five periods according to major events related to the scandal. Mainly, frame analysis will be done. Also visual image analysis will be included in frame analysis. Some of findings are that quantity of news reports related to the scandal has been dropped to almost none right after the election ended. Even though there are some news reports about the scandal it does not have any negative information about the prospective president who is involved in the scandal. Also, there are differences in frame among three broadcasting networks but, right after the election these frame difference does not exist anymore. Thus it can be concluded that even though broadcasting networks conform with certain candidate during the campaign, they change their frame or attitude toward the elected candidate right after the election.

Rethinking the Political Role of Media: the "Equal Time Rule" in Hong Kong Election

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THIS PAPER IS a case study of a widely applied yet rarely discussed election guidance, the "equal time rule", in the context of Hong Kong. A fair and an open election is the pillar of a healthy democracy. While the belief that every one should have equal chance to participate in election is so firmly held, the question worth more investigation is how to achieve it. This paper not only aims to understand its application in the election in Hong Kong in particular, but also to reflect on media's role in new and underdeveloped democracies in general.

As far as scholars are concerned, media plays a vital role in energizing election by cultivating political atmosphere, informing the public about the candidates and setting the agenda for campaign issues. In regard to the great impact of media, like many advanced democratic countries, elections in Hong Kong also apply the "equal time rule" to prevent media's manipulation on the campaign, but unlike other places where the rule only applies on leading candidates of the two major parties, or where the rule is exempt in bona fide newscast, the rule in Hong Kong is so stringent that it has to be exercised on all candidates in all media and public activities (Lee, 2007).

As a former British colony and now a city of China, Hong Kong

possesses an underdeveloped democratic system and an immature party politics, therefore the flourished and influential television and radio industries have taken up the democracy function of discussing current affairs and cultivating public opinion (Chan & So, 2001). But given the rigid rule in election time, how do the electronic media adjust to continue to play their role? How do the political parties define their campaign strategies accordingly? And how does the rule affect the fairness and openness of the election at large?

To answer these questions, the paper will first analyze the political role and impact of Hong Kong television and radio stations in tradition, and because of which how the "equal time rule" was drafted and enacted. Second, by in-depth interviews, it will examine how different political parties or groups (established and new) perceive the rule and define their campaign strategies accordingly. Third, by the same token, it will examine how electronic media perceive and define their coverage strategies. Finally, the paper will briefly discuss the recent challenges of "equal time rule" in Internet age, in which the definition of "electronic media" has been blurred in face of digital convergence, and in which many Internet independent media have emerged. The challenge, therefore, is: Does "equal time rule" also apply to Internet broadcasting?

As a whole, this paper does not conceive "equal time rule" as a steadfast election guidance but a product of the interaction between media and democratic systems. It thus varies in different circumstances and should be always subject to change.

The Political Roles of Public Issues: Media Uses, Issue Saliency, and Voting Behavior in the 2007 Korean Presidential Election

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THIS STUDY EXPLORES how a variety of political media shape voters' perceptions of issue saliency and how those perceptions ultimately influence important political outcomes in an election. While many scholars have reported the decreasing role of public issues in the political process, even in presidential elections, more and more people become skeptical of the normative ideal of intellectual citizenship and the democratic function of an election. Consequently, the pertinence of the traditional model of issue proximity in explaining voting behavior has been questioned. Against this backdrop, this study aims to illuminate a significant role of public issues in shaping important political decisions by showing the applicability of the model of issue saliency. The 2007 presidential election in Korea provided rich data for this research. While the current president-elect, the candidate for the first opposing party, consistently led the race over the other candidates with a substantial gap, controversies surrounding his personal qualifications and characters and economic issues, not other policy issues, dominated the overall process of the presidential campaign. In this specific political context, the following two research questions were put forward and explored:

RQ1. How do various political media, including print and broadcasting news, Internet news, cable news, political advertising and candidate web-sites, influence voters' perceptions of issue saliency?

RQ2. How do voters' perceptions of issue saliency and their attitudes towards those salient issues influence candidate preference and actual voting choice?

These inquiries were theoretically contextualized in terms of the models of agenda setting, priming, issue ownership, issue proximity, etc. Methodologically, the study paralleled a content analysis and a public opinion survey. First, it conducted a content analysis of the 2-month coverage of the presidential campaign by major news media between mid-October and December (right

before Election Day). Secondly, it conducted a nationwide online public opinion survey of quota-sampled 1,010 adults about two weeks after the election was finalized. This sample was quite representative of the Korean adult population in terms of gender, age, and regions. The survey questions included: various media uses during the campaign period, issue importance (both open-ended MIP and 7-point scale measures), issue attitudes, candidate image attributes, candidate favorability, and actual voting behavior, as well as demographic variables and political predispositions.

According to data analyses, first the overall correlation between aggregated news and public agendas of important issues appeared quite modest. Yet different political media appeared to have contributed to the public salience of different issues. For instance, individuals' exposure to political advertising (particularly, television spots) was most highly correlated with their perception of the importance of economic issues. Secondly, individual perceptions of issue salience, in other words, their evaluation of (national) issue importance exerted a significant impact on whom to prefer and whom to vote for while their attitudes towards those salient issues showed little effects on such political decisions. This result indicates that the model of issue salience, than that of issue proximity, is more appropriate in explaining the roles of public issues in an election. Other implications will also be fully discussed.

Are Power Bloggers Political Actors? Power Bloggers' Political Efficacy and Socio-political Participation

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BLOGGERS PUBLISH, CREATE, and distribute their own text, images, and video-clips through blogging sites. Despite its popularity and astronomical growth of blogosphere, little scientific research has been conducted to elucidate influential bloggers online and their socio-political participation. In particular, even though blogging has been spotlighted as a new form of participatory journalism, only a few key blogs seem to play crucial role in political discourse in blogosphere. In order to assess blogs' potential in political communication, two factors need to be accounted for: (1) identification of power bloggers who have power blogs and (2) their socio-political participation. Based on such rationale, this study attempts to uncover the power bloggers among four types (2 x 2) of blogs based on two categorized variables (blog visitors and blogroll) and their political nature, if they are isolated cyber-geeks or political actors and opinion leaders in on and off-line.

For this purpose, the researchers conducted structured online surveys with 807 participants and analyzed the data with ANCOVA and Structural Equation Model. The results demonstrate that the power bloggers have higher level of political efficacy, more actively participate in discussing on socio-political issue, and have stronger intention of voting in 2007 South Korea Presidential Election than non-power bloggers do, in controlling their media use and socio-demographic variables. Furthermore this research reveals the causality that power bloggers' blogging, specially writing articles on their blogs, influences on their socio-political participation mediated by their political efficacy.

Based on the political profiles of power bloggers generated from this empirical survey, we argue that, depending on their writing patterns in blogging, power bloggers have high level of political efficacy and socio-political participation. In the conclusion, we explain how they can have high level of political efficacy and designate the main factor influencing on bloggers' socio-political par-

ticipation and summarize important theoretical implications in respect of blogging and democracy. Finally, we indicate methodological limitation of this study and suggest some research question for the further study of relation of the blogging and a model of political participation.

Messages from the people – analysing the responses to the Zuma rape trial in the Sowetan newspaper

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THE ZUMA RAPE trial ran its course from January to June 2006 in Johannesburg, South Africa and received wide coverage locally and abroad. In addition to the journalistic copy, the opinions and positions of South Africans were voiced in the local press. They were present in two forms which can be related to social divisions along lines of class and social mobility. First, several letters to the editor were published, obviously written by literate (and probably middle-class) readers. Then, pro-Zuma demonstrators outside the court expressed their sentiments in numerous ways – from slogans on t-shirts, forms of dress, gesture and movement, and in words on hand-made or reproduced posters.

Using Mamdani's (1986) notion of citizen and subject and drawing on Laclau's understandings of populism, this paper explores the nature of these forms of political communication in a single daily South African newspaper, the Sowetan. The analysis indicates three contesting discourses at play in the Sowetan's representation. First, a discourse of struggle for social justice has historical links to African struggles against colonial and apartheid governments and would rate high on a populist scale according to Laclau's criteria. It interpellates as its subjects a frustrated underclass with a range of diverse demands linked only by their subjects' antagonistic relationship with the political power. Then, two juridical or state-defined discourses (those identified by Mamdani and which he links specifically to global divides resulting from colonialism) are at play, namely a neoliberal, individualistic human rights discourse, which constitutes people as citizens, and a traditional or ethnic discourse, constituting people as customary subjects which is also validated by the state and the constitution. It is associated with patronage and clan loyalties and on the other hand, paradoxically can provide security for the poor and vulnerable.

Against this framing the opposing positions of pro and anti-Zuma supporters are analysed. Four consistent themes emerge in their deliberations, namely the behaviour of the two opposing groups of supporters outside court; gender equality; the presidential succession race; and finally, the role of the media. Rather than look to journalistic copy, this paper interrogates these voices and their implications in a young democracy.

A multi-dimensional analysis of frames in the Blog of the Candidates for the 17th Presidential Election in Korea

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BLOGS ARE INCREASINGLY becoming an important part of the Internet. In 1999, Blogs were known only to a few users, but by spring 2002 most of Korean Internet users had access to blog and post their opinions on the blog. The 17th Korean Presidential election campaign involved the interplay of Blogs. This election specially showed an increase in blog use. Blog use seemingly generates voters' interest and participation in the election through online

political communication. Blog contents can be considered as useful information rather than a collection of archived document. Candidates use blogs to capture important topics and deliver them to the users in a timely manner. Blog contents are managed by campaign staff members and netizens who want to place preferred candidate's frame on Blog. Although blog information is a valuable and beneficial means, the traditional journalists argue about unfairness to post content on blog. Blog content research is quite worth in that it reconsiders the discussions about the justice of the news and it is able to contribute to an improvement of the blog news which has a relatively more lack of justice.

Parmelee says, The analysis of frames indicates that text contents have effects on individuals. Also Many researchers discover framing of communication text. That's just Framing analysis studies communication texts patterns in Framing techniques. This study will specifically focus on framing used in the construction of technique texts in Blogs. We will analyze blog frames by using a three-dimensional methodological approach that includes tone, topic and form.

1. what is the distribution of tone frames across the three levels (positive, negative, neutral) and are differences noted when comparing the two candidates?
2. what specific topic frames emerge and are differences noted when comparing the two candidates?
3. what specific framing form were used and were differences noted when comparing the two candidates?

Each posting on the official presidential candidate blog (Lee Myung bak and Jeong dong yung) was downloaded from 23 September 2007 through 18 December 2007 for analysis in this study. The multi-dimensional structure for the current study included tone, topic, form frames in order to gain content analysis in candidate blogs. The first dimension assessed the tone of the content (negative, positive, neutral). The Second dimension examined the emphasis topic of the blog content (candidate opinion, campaign slogan, supporter's trend). The final dimension, form, consisted of three levels (news, photographs, ucc).

The findings indicate significant differences between candidates in their use of frames. The tone & topic of framing revealed that most of the blogs were Positive about themselves. Particularly, we found Jeong dong young's site negative about Lee myung bak. Finally, Both include exciting ucc.

This study is a three-dimensional analysis of the Candidates' blogs in the 17th Presidential Election in Korea.

Political advocacy and citizen participation in Southern Europe: The Maltese Case study

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MEDIA SYSTEMS in most of Southern Europe have an ongoing tradition of advocacy journalism that reports social reality from specific ideological, political, class or religious perspectives. Such media, form part of the mainstream and they coexist with public and commercial set-ups. When globalisation and commercialisation are sounding the death knell for some of these advocacy setups, this study looks at their central role in political communication processes in the Maltese islands. When local and national elections take place on March 8th 2008, the media (old and new) are key agents of voter engagement and mobilisation. The study examines newspaper, radio and television outlets that function as sub-systems of political organisations. Here journalists tend to place their mission before professional ideology or profit. The efforts of political organisations to influence the information flow and the role of their newsrooms were explored in two periods of fieldwork and 67 unstructured interviews with journalists, party officials and political figures. The paper looks at the processes

through which journalists mobilize their publics and how they work hand in hand with party strategists of the two main parties to construct political message and indirectly to reinforce a culture of polarization. Newsrooms were observed during electoral campaigns, when they function as partisan war rooms and disseminate strident "them" and "us" divisions. Within this two-pronged information stream, dominant messages are continuously countervailed by dissensual news. Publics often have to read between-the-lines of fragmentary texts and contradictory interpretations to form their perceptions of 'reality'.

There is strong evidence that Maltese journalism is facing a collision between two traditions: the strong partisan tradition is increasingly being challenged by an influx of discourses and aspirations adopted from the professional paradigm. I set out to show how, given these tensions, partisan journalists rationalise their role and adapt to their work practices. I also argue that while at a professional level they appear weak as they lack autonomy, in their role as partisan foot-soldiers they can bask in the shadows of power and some journalists use their visibility to serve as a political springboard and successfully contest elections.

The paper suggests that the propaganda tactics, which are employed by these partisan media outlets, often weaken rational public deliberation and journalistic credibility to the extent that there is low level of public trust in the media. Nevertheless, these media still have a political impact: The stories they reveal and the controversies they spin often stir the national agenda. They also successfully hearten people to attend to the ballots; with a participation of 98% Malta has one of the highest voter turnouts in the world. This implies that, with significant changes, advocacy media may have a positive role in a deliberative democracy as with some autonomy from the parent organisation, they can engage citizens in critical debates and encourage their participation in political life. Media outlets with a mission have the potential to remain sites of political, social and cultural inquiry and to retain their role as channels of citizen mobilisation and resistance. Together with public broadcasting, the media that advocate the positions of democratic political institutions and social movements should transform themselves to survive as their continuation can strengthen pluralism in a globalised world where the media increasingly address individuals as consumers rather than as citizens and social beings.

News Framing and the Normalization of Acquisition and Usage of Policing Technologies – The Case of the WTO Ministerial Conference in Hong Kong

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THIS PAPER DISCUSSES how the salience and framing in newspapers plays a role in normalizing the acquisition and usage of policing technologies. Relationships between government control on political activities and news media is the focus of the research. In the name of civil rights, the application of policing technologies has to be legitimized; and in the other way round, policing technologies are applied for political control to gain legitimacy to continue to rule. The issues of policing technologies, its introduction, its application, and aftermath of usage, have to be understood within a process of political negotiation. 'Normalizing the exceptional' (Flyghed 2002) is a process which legitimize government usage of riot control technologies. It involves two procedures: 'normalizing the perceived threats', which is the creation of a sense of danger; and also 'normalizing policing measures', which includes both legitimating the introduction of riot control measures, so that it is regarded as proportionate to the perceived danger, and future usage of the acquired technologies, which are then kept in the police arsenal.

The case under study is the riot incident during the World Trade Organization Ministerial Conference held in Hong Kong in 2005. In light of the disorder in the previous conference in Seattle, Hong Kong police force introduced and used new policing technologies, and the media has paid close attention to the whole process. Textual analysis is deployed to deal with the question of how newspapers of different political standings frame the acquisition and usage of policing technologies in the WTO event, and in what conditions the usage of new and old policing technologies are framed as appropriate. Three newspapers carrying pro-government, neutral, and anti-government political ground, and papers from one year before the event to half a year after the event are chosen for analysis.

Analysis shows that for all three newspapers, the introduction and application of new policing technologies are salient. Because of insufficient data about possible riot-caused threats and the level of violence cause by the newly introduced policing technologies, news reports rely much on police or government official news sources. In neutrally positioned or pro-government newspapers, reports tend to stress on the possibilities of a high level of riot-caused threats, together with a reasonable preparation of policing technologies in response to the perceived threats. And as news reports focus much on newly acquired policing technologies, the usage of previously acquired technologies, even their upgraded models, are being overlooked or undermined, regardless of great controversies caused when they were newly used. 'Normalizing the exceptional' is quite in line with these news reports. However, in newspapers with anti-government standpoint, the paper tends to play down the possible threats, and keep a closer eye on the conditions of usage of policing technologies, no matter the applied measures are new or old, and critically discuss whether such usage is appropriate.

For whom the debates go on: current practice and problems of televised presidential debates in Korea

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THIS STUDY EXPLORES why televised presidential debates failed to intrigue Korean voters. Researches on presidential debates in 1997 and 2002 convinced that televised debates were one of the most convenient and direct ways for voters to get information on presidential candidates. However, recent polls show that voters are no more interested in televised presidential debates of 2007 election. Audience ratings of presidential debates also drastically fell down than in 1997 and 2002.

Such a failure of the televised debates are attributed to several factors; 1) law and policy issues like the organization of debates, the qualification of the candidates participating in the debates, and election law, 2) political culture of Korea which focuses on scandals and party interests, 3) circumstantial factors of 2007 election, like too many candidates and low approval ratings for government, and 4) problems that lie in the nature of the debates in Korea. Focused on the last factor, the televised presidential debates have been criticized for its rigid format, limited topics, and lack of discussion in depth.

Advices and suggestions of from researchers have been accepted in preparing a debate but the criticisms have repeatedly come into question since 1997. Then what is the key factor of the failure of televised presidential debates in Korea? This study put focus on fairness issue. Fairness principle in a televised debate is overemphasized in Korea and caused problems in 3 aspects; inviting candidates, debate format, and the role of a moderator. In 2007 election, only 3 candidates' approval ratings exceeded 10% but joint debates were crowded with 6 candidates.

The debates were organized in a routine format which did not allow intense debates. Moderators did not throw any further questions to candidates; they were mere timekeepers. In the end, fairness principle was not beneficial to debates; it impeded dynamic and in-depth discussions.

Overemphasis of fairness rooted in the absence of social convention on the purpose of televised debates. In mid 90s, when televised presidential debates were brought in Korea, reformation of political campaign system was a major issue. The televised campaign was expected to prevent the enormous expense paid by each party in electoral campaign and the illegal funds from interest groups. So balancing the gain and loss of each party were more emphasized than providing information and interest to voters. Voters expected the televised debates to serve them but the debates served presidential candidates. The detailed argument on the failure of televised debates and implications of the findings are discussed in the full paper.

The cartoon image of Turkey in U.S. Press : An Analysis on Political Cartoons on the Historical Voting of March 1, 2003

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TURKEY AND THE United States have for more than half a century enjoyed a special relationship. One of the recent milestones of Turkey and U.S. relationship is the process of the beginning of Iraq war in 2003. According to the Turkish press, the voting in the Turkish Parliament on March 1, 2003 is called "the historical voting". On March 1, Turkish Grand National Assembly did not approve a U.S. request to allow American troops in to set up for a possible invasion of Iraq. Focusing on the political cartoons published during the voting process, this study examines the image of Turkey and U.S. and their relationships. Content analysis has been conducted on the cartoons published in the official report of "Turkey Cartoons in Foreign Press" published by Directorate General of Press and Information in Turkey. The findings were also evaluated by using semiological analysis. Findings from 35 cartoons show that there is strong evidence that the voting was a turning point for the relationships between the countries and mutual understanding of country images.

Regional Parallelism and Reporting of Corruption in the Nigerian Press

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THIS PAPER WILL discuss the findings of interviews conducted in Nigeria with journalists about the reporting of corruption in the Nigerian press. The paper contextualises the reporting of corruption in the Nigerian press by modifying the framework provided by Hallin and Mancini (2004) in their work "Comparing Media Systems". It provides a fresh perspective in understanding the nature of political communication in Nigeria by suggesting that what exists in Nigeria is "regional parallelism" rather than the notion of "political parallelism" suggested by Hallin and Mancini.

The result of the interviews shows that regional parallelism has the following characteristics; (1) it is determined by location (2) it is supported by the elites (3) it is promoted by political and business interests (4) it is made obvious by the economic imbalance in media ownership (5) it is surrounded by the complexities that characterised the society (6) it is not absolute.

Historically, the mass media in Africa has passed through a number of stages in its development. In many African countries,

the media, and especially print, started as a mouthpiece of missionary activities. In the years that followed, groups who wanted political independence utilised the media as a means of self determination. They utilised the print media to create awareness among the members of the public and build a hegemonic force in order to achieve political independence. After political independence many African countries saw a transition from nationalist governments to military rule that lasted up till the 1980s (See Hyden, Leslie & Ogundimu, 2002; Bourgault, 1995).

The media within these years developed its own character emerging from the context, culture and political system of each country. In Nigeria the country came in to being as a result of the amalgamation of the two protectorates of northern and southern colonies under British control. The media also reflect this dichotomy, and the content and style of the media is shaped by this historical reality. As discussed by Hallin and Mancini (2004), the media operates within a particular cultural and political context. That's why the media in different countries develop some form of partisanship.

In their discussion of 'political parallelism' as a framework for studying media systems, Hallin and Mancini suggested that political parties have developed political ties with political parties in different countries such that the views of these newspapers reflect the views of the political parties. While this is true in western Europe and North America where Hallin and Mancini conducted their research, the nature of partisanship in other continents could be different because as confirmed by Hallin and Mancini "one of the most obvious differences among media systems lies in the fact that media systems in some countries have distinct political orientations" (p.27).

The paper will draw together this theoretical synthesis with the key findings from my interviews with Nigerian journalists and discuss the main implications for the notion of regional and political parallelism in the study of Nigerian (and African) newspapers. The discussion is divided into four themes, north/south divide, imbalance in media ownership, prominence given to news about corruption and corruption within the media.

Political Economy Section

13

Political Economic Analysis of News Coverage

Visions of Finland in the Era of Globalization: The Consensus-seeking Nature of Finnish Journalism

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THE SUBJECT OF my paper is the Finnish public discussion on globalisation around the turn of the millennium. The Finnish society and its power structures have experienced substantial changes during the last 20 years. European unification, liberating of capital markets and investments, internationalisation of Finnish companies, changes in the working life as well as pressures to cut public spending have all heavily challenged the national power structures, ways of doing politics and the Finnish national culture. Globalisation is a key concept around which political discussion and struggle have been going on about these changes. Societal elites as well as representatives of the civil society have participated in the public discussion about globalisation since the end of the 1990's.

On the one hand, the globalisation discussion reveals the changes that have occurred in the Finnish society, on the other hand it reveals the mechanisms of modern power. Media and the public sphere have an important role in the exercise of this power: society's actors need media to legitimate their interests. The idea is to view journalism critically as an organiser of public discussion: how does it handle a political subject like globalisation, and explain the processes and powers in the background? I am interested in looking at journalism from the point of view of Finnish power structures: how does this discussion reflect them and how is it used as a vehicle to challenge or renew them?

I am analysing newspaper texts using the method of critical discourse analysis. My data consists of all the articles Helsingin Sanomat, the Finnish national newspaper, has published about globalisation from 1992 until 2004. My research questions are as follows:

- 1) What are the dominant discursive images or discourses of Finland in the globalisation discussion and where do they come from?
- 2) How do different actors as well as journalists exercise discursive power in the discussion?

My analysis shows that the political nature of globalisation has been obscured in the paper, and the discussion is very much consensus seeking. Society's power elites aim at renewing existing power structures, while globalisation's critics try to challenge those structures by bringing conflict into the discussion. The paper follows the Finnish tradition of consensus seeking and marginalises the elements of conflict. In so doing it also marginalizes democratic discussion and legitimates the interests of the elites. If the public sphere and public discussion are viewed as meeting and also collision points of different interests, then striving for a Habermasian consensus is not in fact enhancing democracy. My central claim in this study is that in order to facilitate democratic discussion, one should pay attention to power and power relations in communications in the spirit of the Foucauldian tradition, instead of taking the ideas of communicative rationality as a starting point.

From Keynesianism to Market Liberalism: The Use of Metaphors in Swedish News on Economy 1978-1998

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LIKE MANY OTHER countries, Sweden transformed economically during the last decades of the 20th century. By the deregulations of credit markets and financial markets, tax-reductions etc. the market mechanism was gradually set free from its institutional bonds.

How did the news reporting treat this extensive structural change?

The paper analyses the use of metaphors as indicators of change in discourse (CDA).

It examines Sweden's most prominent (and public service) news broadcast, Rapport, during 1978-1998, focusing on news on economy. (110 news items, a corpus comprising c:a 70.000 words.)

In the first period, 1978-1989, the Swedish economy is described as 'the nation's household', oftenly constructed by organic and mechanic metaphors. It is a fine tuned economy that can be 'stimulated', 'tightened up' as well as 'get going' or 'brake'. In the reporting, politics has the leading, supervisory role, and if the policy works satisfactory, all members of society can look forward to a balanced development of increased levels of wealth.

In the second period, 1990-1998, a new main actor has appeared in the reporting, 'the market' (e.g. the financial markets). It is an antropomorphic market that 'gives the government's economic policy thumbs down', 'has lost its confidence in the government', and 'kicks Sweden about'. The market is powerful, and has taken command of the course of events. The economy is no longer metaphorically constructed as a smoothly working machinery or continually growing organism. Instead it is marked by risk and instability. Metaphors of chaos such as 'crashes', 'break-downs' and 'fallouts' are prevalent and indicate that the new order is far from controlled.

In short, a keynesian discourse is substituted by a market liberal discourse. The latter is appropriated in a rather negative manner, however not critical.

The paper is based on the author's PhD thesis, Marknaden som mönster och monster (2006).

'The Economy' in China as Covered by Swedish Media: Ambivalence and Contradictions

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THE BEIJING OLYMPIC Games in August of 2008 have raised the interest in China worldwide. Except for the sports themselves, how is this interest focused in the Western media? Is it mainly oriented towards the fast growing Chinese economy? Or does it cover, as well, the social and economic divides being the deadweight of the unparalleled growth? Or does the coverage let the winds of freedom blow into China and back?

This paper aims at catching the specific journalistic styles and thematic discourses by which the current Chinese economic transformation and growth is represented in some Swedish daily media. Ideas developed earlier, will now be tested on media materials covering the Chinese economy. Those ideas concern 'the economy' as a discursive construct, sometimes in the West given a soul of its own in the media. A very vivid language of metaphors is often developed to depict 'the economy'. Such tendencies are

often found in times of economic crisis, and in periods of upswing of markets.

Neo-liberal tendencies in the Western economic policies, meaning reregulation, privatization, marketization and outsourcing of the welfare state, started during the late 1970's - in the U.S. and the U.K - and then moved further in Western Europe, like an international wave. In Sweden the processes of reregulation started twenty years ago within the bank sector, and then swept into the public sector during the 1990's.

At a global level, those neo-liberal marketization policies have been implemented through the practices of the World Bank, the IMF, and the WTO. Parallel to the policy shifts in the West, we saw a period of sweeping changes begin in China as well, from 1978 and on, through implementing its opening-up policies and rather swift economic reforms. The very fast Chinese economic growth over the last decade or more (exceeding 10 per cent a year) has meant that the economy has trebled over only thirteen years, and become the foundation of a rising urban middle class. So, China being a member of the WTO since 2001, opportunities for foreign investments have grown, as has the Chinese-Western trade and tourism.

When looking at Swedish media constructions of the Chinese economy, they might be compared with corresponding constructions of the Swedish or the U.S. economy, and conclusions might be drawn as to the degree in which the reporting on China makes its economy a 'naturalized' capitalist one. If specific traits of the Chinese economy are focused, will they be the cost advantages for investors (cheap labour, fast expanding markets, etc)? Or will the diversity of the Chinese economy be covered, including the class divides, the rural-urban divides and the gender divides? Or, eventually, does the reporting remind us of the limitations within the Chinese political rights and freedoms?

The analysis will focus on the ambivalence and contradictions in the media constructions of the Chinese economy. Two or three national Swedish dailies will be studied over the last three years.

New Research on the Internet/On-Line Games

The Online Game Industry of China: A Political Economic Analysis of its Emergence

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THIS PAPER EXPLORES the political economic factors that shape the industry development of the Chinese online game industry. The paper applies Porter's competitive advantage model to study the industry dynamics when a new media industry is established. This paper intends to analyze the competitive advantage of China's online game industry from the perspectives of firm strategies, demand, related industries and factor. The paper engages in the debate of media globalization with emphasis on the local effects that are contributed by local industry players. This paper argues that globalization in the new media industry of China represent a complicate factors that go beyond the influence of transnational media companies. Unlike online game industries developed in the US, UK and South Korea, local effects focus on the competition between transnational game companies such as Electronic Arts, Blizzard and NCSoft (South Korea). In the case of China, the shaping of the online game industry depends on the negotiation between the Chinese government, multinational companies, and local new media firms in the market. The paper will identify the industry trend cultivated by the three players mentioned above.

This paper will also try to use Porter's model to analyze (1) the competitive advantages of the industry and also to (2) map out the industry value chain that shows the particular industry model in the context of China.

A background research shows that the Chinese online game industry is one of the fastest growing media markets in the global interactive entertainment industry. Up to 2006, the online game industry in China has a total of 90 game developers, employing 13,908 game talents. There are ten major game publishers that cover 90.7% of the entire market. The number of game consumers in China reaches 32 million, occupying the largest segment of online game market in Asia. In 2006, the total market revenue in China reaches US\$815 million. There are a total of 218 local game titles produced every year. The industry is expected to generate annual revenue of US\$3.05 billion by the year of 2011. In all, China's online game industry has been evolved to become an important new media economy that will generate considerable amount of market revenue to allow China's local game companies to compete with existing transnational players of Electronic Arts (USA), NCsoft (Korea) and Blizzard-Vivendi (USA).

The paper will be based upon fieldwork conducted in November and December 2007. The project includes in-depth interviews with 18 managers from 15 online game companies in Beijing and Shanghai, China. These companies are currently the top tier online game developers and publishers such as Shanda, NetEase, Giant, Perfect World, Optic, Kingsoft, NetDragon, Iyoyo, Sohu, Apex, Moli, Quarter Digital, Joyzone, Tensgame and Tianchang. They occupy more than 80% of the Chinese online game market. A preliminary analysis of the empirical data shows that agglomeration and clustering effects of the local firms in China is based upon the influence of transnational online game companies from South Korea. Political factors such as the influence of one-child policy in China contribute to the rising consumer class among the youth who are capable of adopting foreign media products at a fast speed. The local demand from the emerging consumers further cultivate a market that requires products with local tastes and therefore allow local products to enter the market to compete with transnational media products such as Lineage (South Korea), Legend of Mir (South Korea) and World of Warcraft (USA).

The Recommenders Systems in Internet. A New Commercial Strategy for Cultural Consumption

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UNIVERSIDAD REY JUAN CARLOS AND UNIVERSIDAD COMPLUTENSE DE MADRID

THIS PAPER ANALYSES the current organisation of the cultural products consumption in Internet through the implementation of the so called Recommender Systems (RS). The main Multimedia Conglomerates are using these systems to classify the tastes and organize the cultural consumption of the Internet users through commercial categories based on users cultural competences. We take as an example the web site LastFm, one of the most popular RS between the Internet users.

KEYWORDS: Internet, Multimedia Conglomerates, Recommender Systems, Cultural Consumption.

Patterns of Internet Use: A 12-Country Comparison

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IN THIS PAPER, we examine the notion of “digital divides” by taking a close look at differences in Internet use and access in 14 countries at various stages of Internet diffusion. Our research question focuses on the relationship of Internet penetration rates, the persistence of digital divides (income, education, gender), patterns of Internet use and public perceptions regarding the benefits of being online. Can we distinguish between economic impediments to Internet use and barriers that might be called social capital? Does the shift from instrumental uses of the Internet (communication and information-seeking) to expressive uses (through online posting and social networking) influence expectations regarding the empowerment potential of the Internet?

Audiences uses and perceptions of the Internet form an important context for the study of issues of Internet policy and governance.

The World Internet Project (WIP) data set – based on national representative surveys – includes six countries with high Internet penetration (70 percent or higher), four countries with a moderate level of Internet access and two with lower levels (under 50 percent). A set of 30 common questions – 85 variables in all – was asked in all countries and provides an unprecedented opportunity for comparative work.

Labor and Media Issues

Information Society and Inequality: Wage Polarization, Unemployment, and Occupation Transition in Taiwan since 1980

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THIS PAPER EXAMINES whether Taiwan's economic inequality has worsened as Taiwan has evolved into an information society, a transformation occurring since about 1980. The paper explores this by investigating three specific research questions: first, has there been a rise in wage inequality in Taiwan since 1980; and if so, what are the sources of this rise in inequality? Second, has the transition to an information society contributed to a rise in unemployment rates? And third, what transformations of the occupational structure occurred during this transition? The paper shows that since 1980, both economic inequality and unemployment have severely deteriorated in Taiwan. Further, the reasons seem closely related to the relative growth of information-intensive service and manufacturing industries.

KEY WORDS: information society; information economy; informationalization; wage inequality; information intensive industries; ICT; unemployment; occupation transformation

Theorising and Researching Creative Labour

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SOME COMMENTATORS (for example, Schlesinger, 2007) now consider that government and business discourses concerning creativity have now become a doctrine. Partly as a result of this doctrinal obsession, there is now increasing interest in creative or cultural labour, in public debate and in academic research. What are the most appropriate theoretical and methodological resources to analyse creative labour, in the era of creative industries and now ‘creative economy’ policy? The paper argues that while certain forms of political economy of culture will be an important component of any adequate theorisation of new forms of creative labour, recent developments provide new challenges to many forms of political economy. The special demands for autonomy associated with creative labour are now a feature of a number of jobs. It could even be said that autonomy increasingly acts as a control mechanism in modern work. How then to analyse this? This paper takes stock of various developments in the study of creative labour, including the usefulness or otherwise of the autonomist Marxist concepts of ‘immaterial labour’ and ‘affective labour’; Boltanski and Chiapello’s research on the co-optation of the ‘artistic critique’ in contemporary organizations; Matt Stahl’s work on representations of musical labour; Mark Banks’s recent book on *The Politics of Cultural Work*; and McKercher and Mosco’s collection *Knowledge Workers in the Information Society*. It also draws on empirical research conducted in three different media industries: television, magazine publishing and recorded music.

The Map of Arabic Labor in Communication, Information and Cultural Studies

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IN THE LAST decade, the Arab World has witnessed developments in the fields of information technology, telecommunications systems, the Internet, and satellite broadcasting that all have caused some dramatic changes in Arab economics, culture, and politics. However, the picture is not as bright and optimistic as some may imagine. In the Arab region, people do not have sufficient access to the media and information technologies compared to world rates and to even other countries in the region, and in proportion to the population in the Arab world. Statistics show that the number of newspapers available for Arab citizens is much less compared to those in developed countries. Access to the Internet, for example, in the Arab world is restricted to elites, which have the skills and financial power necessary to take advantage of this medium. The current picture of the Arab telecommunications sector, the media and information production, and the cultural industries demonstrates that the Arab World may appear to have the technological qualifications; however, still shows the many deficiencies that stop it from playing any significant role in the era of globalization.

This paper provides a hungry literature about this region of the world with quantitative, qualitative, and critical analyses relevant to a wide range of themes of labor in communication, information, and cultural studies applicable to the Arab World. Although Arab countries are similar in religion, customs and values, history, and language, they differ in many other aspects including wealth, size, geographical location, political directions and foreign relations. Therefore, the paper will cover all the twenty-two Arab countries and divides them into categories that respond to the previous

aspects. Differences among these countries have been clearly reflected on fields of communication industries, telecommunication infrastructures, information and media productions, communication policies, and cultural industries. The paper locates strengths and weaknesses of the labor market of such fields in the Arab World. It also highlights facts about the available dailies, weeklies, broadcasting services, press agencies, and so on, in all Arab countries with critical analyses to their workers performances and conditions vis-à-vis obstacles concerning freedom of expression, privacy, control and ownership, legal regulations, privatization, censorship, gender equality, convergence, and so on.

Documentary as a Means against Hollywood's Domination? State, Taiwanese Documentary Industry, and Its Workers

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UNDER THE HOLLYWOOD'S domination in Taiwanese film market since the early 1990s, documentary has emerged and become an important genre of local audiovisual production and consumption in recent years. First, this paper will analyze how the government's cultural subsidy, which is based on the government's nationalist construction policy or so called "localization/Taiwanization" movement, has facilitated, and simultaneously restricted, the development of Taiwanese documentary industry. Second, drawing on a survey and a series of interviews with documentary practitioners this article will explore the interplay of government's policy and documentary producers, illustrate the working conditions of local film workers, and discuss the opportunities and constraints of Taiwanese documentary in the globalization era.

During the mid 1990s, several political and economic factors stimulated the emergence of Taiwanese documentary, which before that time had been mostly used by political dissidents as alternative media and consequently had not been as full-fledged as an industry-like production. The political movement that government initiated to establish national and local identity has resulted in a series of subsidy to documentary production, especially topics about indigenous culture, ethnic groups, and Taiwanese history. Public Television Station founded in 1998 has allowed local documentaries to be put on screen regularly. Furthermore, there has been a steady increase in the documentary workforce since the late 1990s. On the one hand, a number of public arts colleges have launched related departments or programs training documentary practitioners. On the other hand, many film makers have flooded to documentary as the job opportunities in local drama film have been reduced dramatically due to the dominance of Hollywood movies, which have proximately a 90 percent share of Taiwanese cinema market. Finally, in the early 2000s a few documentaries which reflect collective social memories or social problems achieved box-office success. The unlikely popularity of particular documentaries has encouraged local film practitioners and legitimated the government's strategy employing subsidy as the central-even the only-element of its film policy.

However, the government's limited subsidy in effect hinders the development of Taiwanese film and documentary industry. This paper analyzes the policy making, execution, and consequences of government's cultural subsidy on documentary, and finds that one of bureaucratic agencies' major concerns is "quantity"-to maximize the number of documentaries being subsidized-and the most part of funding is restricted to the production process. Consequently, in most cases the documentary producer received a minimal budget for production and then struggled for circulating the film. In spite of a few popular documentaries, the size of documentary audience remains small, compared to that of Hollywood

or Hong Kong movies in Taiwan, and thus discourages business investment in documentary. Most documentary workers-including directors, producers, and other above-line practitioners-are suffering from bad working conditions, such as low income, unstable job opportunities, and deficient autonomy in creative process, according to the survey conducted by this research. The inadequate cultural policy and poor working conditions of documentary practitioners has set serious limitations on the development of Taiwanese documentary.

Globalization and Media Imperialism

Fattening the Golden Calf: Global Media, the Commodity Audience, and Market Hegemony

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THIS RESEARCH PROJECT challenges globalization critics and apologists alike in arguing that media are not responsible for globalization or the presumed decline of the nation-state. Rather, the political economic assessment of media structure and practice offered here (with case studies from the US to Latin America and Asia) finds that in its relentless search for new markets, international capital deploys media as ideological facilitator and administrative assistant in tandem with transnational economic reform, deregulation, joint ventures, consolidations, as part of the resolute commercialization of the planet. This work describes the media industry as: 1) an integral part of the globalization enterprise, providing substantial profit from the production and exchange of media products (film, magazines, games, toys, and other media synergized products); 2) a technical means for the global organization of production, distribution, and the transfer of data and finance; and 3) a cultural promoter of free markets and the consumerist lifestyle, modified to win consent from a wide array of national, social, and cultural groups.

Global media exist to deliver audiences to advertisers while simultaneously functioning to persuade audiences that individual consumption represents success and provides satisfaction. Most importantly, to create and construct audiences as commodities, transnational media (building cooperation among global and local projects) must recruit and nourish emerging domestic and regional audiences on consumerist values and practices: the political economy of transnational media thus fulfills a crucial cultural leadership role, insinuating consumerism within diverse and hybrid cultural forms, while providing some of the material, political and cultural hegemonic rewards so essential to the transnational capitalist system.

The paper concludes that this new, yet incomplete, transnational hegemonic arrangement is more stable and more flexible for capitalist elites than previous military-colonialist or cultural imperialist relations; however, the new transnational hegemony accentuates significant contradictions between its own market caveats (which discard masses of humanity and despoil the environment) and universally recognized human needs and aspirations (which transcend national and cultural difference). The contours of efforts in Venezuela, Bolivia, and other countries with class-based campaigns for 21st century socialism suggest that with politically-conscious interventions, social movements can successfully challenge existing transnational media hegemony and develop alternative cultural hybrids suitable for more humane hegemonic relations.

Imperialism and the Media: An Overview

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AS THE AMERICAN propped up Chilean military coup trudged brutally towards its final goal of power, it led to the death of an idealistic President, Salvador Allende. The people of Chile and the power of social revolution, in the words of Pablo Neruda, had yet again been betrayed. The events in Chile on September 11th 1973 with the subsequent assassination or suicide of President Allende is an ominous counterpoint to the tragic September 11th 2001 WTC bombings. However what comes out as "dominant consciousness" is the "September 11th" of the WTC bombings rather than the happenings at Chile. The term dominant consciousness here is with reference to the consciousness of the dominant elite, which seemingly percolates downwards. One of the factors responsible for this state of affairs is the media. The Chilean military coup is one of the many such series of events, which comes under the purview of "imperialism". Imperialism as such will be the key theme of this article but one of the supportive variables towards this is the media.

The key terms in this paper would be 'Imperialism' and the 'media'. These are broad terms with complex tones and the approach depends on how one looks at these terms ideologically. The paper would consist of two parts. The first part would focus on theorising and illustrating through various examples the enduring factor of US imperialism. The thrust would be on an overview of the same. The genesis of which lies in the Hay Pauncefote treaty to the conditions post I World War and to the Red Scare of 1919-1920. The consolidation of US imperialism begins post II World War with the beginning of the Marshall Plan and the case of Guatemala, Dominican Republic and Chile. Infact the subsequent cases of Vietnam, Cambodia, East Timor, Iran, Grenada, Haiti, Bosnia further illustrates the enduring dominance of US imperialism. The latest campaign of 'war against terror' is also an illustrative indicator.

The second part of the paper would focus on the supportive variable in this process meaning the dominant global media. Larger trends show that the dominant elite point of view gets reflected in the global media. This has more to do with issues such as who owns what and the question of power in the media. An illustrative case in this direction would be to show as to how media in Eastern Europe and the erstwhile USSR was taken over by western media. The metaphor of 'deluge and delude' is appropriate in this regard. However the bottomline as to what further facilitates the continued hold of US Imperialism is the fact that the structural system is such that vast percentage of people do not have access to technology and the various media. This in turn is reflected in global trends in the process of the present phase of globalisation. Hence it is also necessary to place the entire set of arguments under the gambit of 'globalisation'.

What could be the possible conclusions from the article? Basically the thrust would be to exhibit that there is a vital link between Imperialism and the media. Primarily because it is the 'dominant' media owned by dominant economic forces that shapes the so-called dominant consciousness. A recurring underlying theme of this article is that it is time to go back to basics such as class, race, caste, nation, ideology and gender for these are the variables that work on media constantly. The underlying theoretical base would stem from a Marxist approach to the role of media. The media should reflect issues of democracy and human rights and this becomes vitally pertinent because the question of inequality remains a historically unfinished task.

Capitalism, Communication and the Coequality of Wealth and Poverty

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THE EMERGENCE OF global capitalism during the 1990s was presaged by the collapse of Soviet Communism, national and third world liberation movements, international socialism, international socialism, international currency regulation and national Keynesianism. The globalisation of finance capital, share ownership, production systems and corporate advertising was facilitated by the proliferation of ICTs and the ideological predominance of neo liberalism. Critical sociologists and political economists argue that global capitalism polarises the human condition. The writings of Leslie Sklair, William Robinson, Zygmunt Bauman and Mike Davis point to the formation of a transnational capitalist class and the worldwide growth of marginalised populations. This results in a trend toward social disintegration. As the ultra wealthy keep to themselves within the privatised worlds of inter networked transnational institutions, wired cities, gated suburbs and luxury travel slum dwellers, landless labourers, illegal migrants, subcontracted workers and the incarcerated poor are excluded from mainstream social life.

Against this background I will reflect upon two mutually opposed processes of communication. To begin with global news media, remediated by ICTs, illuminates the social worlds of wealth and poverty in ways that obscure their coequality. Thus, the endlessly arriving now-ness of global news coverage disconnects the projected worlds of business, high politics, celebrity culture and conspicuous consumption from isolated depictions of social destitution and disaster. On the other hand in an economically interdependent world, driven by instant transfers of communication, the wherewithal of ones felt life can, potentially, be coordinated with various other lived spaces. In other words the coequal conditions of global wealth and poverty can be identified and represented. As I will show, film makers, journalists and global activists working through alternative media have thematised the polarising nature of global capitalism.

The Globalization of Network-Centric Warfare: A Political Economy

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IN RECENT YEARS Network-Centric Warfare (NCW) has moved from theory to practice within the American military. At the same time NCW has been globalizing through the USA's governmental and industrial linkages with the North Atlantic Treaty Organization (NATO).

Initial rounds of critical research into the emergence of the NCW phenomenon have been interrogating the broad sweep of new military information and communication technology (ICT) applications and their self-justifying discourses (Dillon, 2002; Blackmore, 2005; Murphy, 2006).

Following in the tradition of Mattelart, Schiller et. al. this paper aims to contribute to a mapping of the global expansion of the "new" U.S. military/ICT weapons industry driving NCW. The engine of expansion is the rhetorical and material (systems) concept of "jointness" implicating all NATO states and their allies (as well as their geo-political opponents) into the "new" organization of war.

The emerging military-ICT sub-sector has been developing systems to make NCW 'real.' To do this the manufacturers integrated with the Pentagon procurement processes have been delivering products that execute the operations of Command, Control, Computer operations, Communication, Intelligence gath-

ering, Surveillance, and Reconnaissance (C4ISR). This paper looks at four trends in the C4ISR military-ICT sector driving the global spread of NCW through NATO:

1. The transformation of the C4ISR military-ICT sector including the re-focusing of traditional weapons manufacturers, the inclusion of US and international information technology firms in the contracting process and the creation of new global industry associations and protocols;
2. Recent developments in the design and configuration of C4ISR military-ICT products adding multi-national/multi-military applications;
3. Globalization of the C4ISR military-ICT sector represented by expanding multi-continent trade conferences and multi-national product indexing;
4. Inclusion of other NATO nations (and allies) in NCW through the doctrine of "jointness" underlying C4ISR education, planning and operations across all member militaries.

Theoretical Debates on Democracy and the Public Sphere

The Paradoxes of Media Pluralism

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ONE OF THE PARADOXES in the debate on media pluralism and diversity is that their (re-)emergence as key policy values takes place at the time of unprecedented proliferating of information. In contrast to concerns for homogenization of content and concentration of media power, many visions of the contemporary communicative abundance present an image of almost infinite choice. With more information available in public than ever before, concerns for media pluralism and diversity have become increasingly contested, and for some, obsolete.

The debate on media pluralism is strongly premised on the idea that the media act as powerful intermediaries or gatekeepers of public communication. It is this role that obviously makes it crucial to interrogate the openness of media systems to different voices, ideas and interests in the society. Scarcity imposes power, because those gatekeepers that control scarce resources are in a privileged position to exercise power. Visions of new media, however, include claims of increasing autonomy of individuals as not only consumers of media but increasingly also as producers of information. For many, the increased choice and participatory potential brings about not only the end of scarcity but also the end of powerful intermediaries. Hence, the emerging networked public sphere is regarded radically more responsive to the plurality of alternative views, in effect resolving any remaining concerns for media concentration and pluralism.

All this inevitably raises a question: in what sense is it then meaningful to speak of diversity and pluralism when media systems as a whole are characterized more by abundance than scarcity? While empirical research grapples to sort out the effects of new communication technologies, my paper argues that there is also a need to problematize and develop the conceptual and tools that we have to assess and normatively evaluate these developments. To this end, the paper argues that the concept of "media pluralism" can be reduced neither to measuring media contents nor to questions of ownership only. Instead, media pluralism is most usefully understood as referring to the distribution of communicative power in the public sphere. Taking the fair or balanced distribution of power as a normative starting point, we can reclaim the concept of media pluralism from its technocratic and reductionist uses for the critical purpose of not only affirming consumer sovereignty but also identifying and evaluating new forms

of power, exclusion, dominance and concentration of communicative power that are emerging in the contemporary media environment.

Agonistic Public Spheres, Theories of Democracy, and Public Service Media in the Digital Era

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IN THIS PAPER I explore the philosophical and historical conditions of the discourse surrounding the relationship between democracy and the media. In particular, I address the question of this relationship through the vantage point of the debate on public service media. Is there a future for public media as we approach the era of fully digitized media environments?

The dominant framework for the study of public service media, best represented by the work of Nicholas Garnham, proposes an association between public service broadcasting institutions and the Habermasian notion of the public sphere. According to this model, only if one can sustain the idea of public service media as free from market and state influence, a critical and enlightened public can develop and the case for the relevance of public service broadcasting in the twenty first century can be successfully made.

Refusing this "modernist" model proposed by Garnham, post-Marxist social and media theorists John Hartley and Elisabeth Jacka deconstruct the rationale in favor of public media, which, they argue, cannot anymore (if they ever did) play any special role in enhancing democratic practices. Given that Habermas' elaboration of liberal, "rational" democracy is flawed-their argument goes-so are public media. Indeed, accordingly to Hartley, democracy, and its corollary practice of citizenship, are mainly cultural phenomena, while political citizenship is, in the context of his definition of "radical democracies", a nuisance: for him, commercial media are the source from which the citizen-viewer can negotiate her own identity and cultural citizenship. For Jacka, who defines the Garnham's argument in favor of public service media as "impotent" (2003), commercial media can play each and all the roles traditionally played by public media. In other words, if political democracy is dead, who needs public media?

This is where, I believe, there is a need for critical media political economists to re-think the political aspects of democracy, re-politicize the theoretical and pragmatic discourses on democracy, and engage with those to legitimate new visions for public media as we transition to fully digitized media environments. As an alternative to the liberal Habermasian model of democracy (a "rational" democracy), I propose that we engage the "agonistic" model of democracy (Mouffe 2000, 2005) in defense of new democratic roles for public media, based upon the acknowledgment of the "agonistic dimension constitutive of 'the political'" (Mouffe 2005, 4). Indeed, a "democratic society acknowledges the pluralism of values...and the unavoidable conflicts that it entails" (Mouffe 2000, 16). Contrary to the tenets of liberal democracy, "taking pluralism seriously requires that we give up the dream of a rational consensus" (Mouffe 2005): in this sense, the agonistic model stands in net contrast to liberal democracies, ideally based upon rational consensus.

This alternative model can have multiple consequences on how we think about public media and the emerging fully digitized TV markets. For one, public media could develop a new, more playful role. No longer would their main function be providing viewers with balanced news, objective public affair programs, and boring educational services (like, for instance, the Public Broadcasting System in the U.S.A.): public media would be responsible for emphasizing partisan, politicized public affair and news programs, for providing controversial entertainment, for offering live reports

of popular sports. In other words, public media would offer much of what speaks to people's passions, desires, dreams, i.e., the fuel, according to Mouffe, for the return of the political (2005b).

Aristotle's Two Agoras: Ancient Roots of the Conflict Between Democracy and the Marketplace

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HABERMAS SETS OUT in search of the genesis of the bourgeois public sphere with a brief historical excursion to ancient Greece. Its democratic tradition gave birth to basic philosophical categories whose normative power shaped modern Western democracies. He asserts that in the fully developed Greek city-state, the political sphere of the polis, which was common (koine) to all free citizens, was strictly separated from the domestic sphere (oikos), where all economic activities related to mere physical survival took place. Personal interest of material gain did not interfere with the common political interest of the polis. This analysis echoed the writings of Hannah Arendt (and Max Weber) who maintained that in the ancient Greek city-state, no activity which served the sole purpose of making a living was permitted to enter the political realm.

Based on empirical evidence collected from the original writings of ancient Greek philosophers, orators, and playwrights, this paper argues that both Habermas and Arendt made two fundamental misjudgments in interpreting Greek democracy: (a) their analysis is based chiefly on the normative writings of Plato and Aristotle, and thus confuses the ideal with social reality; (b) they did not conceptualize Greek democracy as a dynamic process. Instead, they approached it as a Durkheimian social fact. As a result, they obtained the distorted image of a Greek polis where each single member of a given class and/or gender dutifully performed his/her social role assigned a priori without ever challenging the social status quo.

The analysis of the more mundane texts of Demosthenes, Aristophanes, Herodotus, Lysias or Xenophon indicates that the constitution of the public sphere of Greek poleis was in many aspects very close to our own experience with democracy. Modern scholars of Greek antiquity may disagree on the direction which the evolutionary path of Greek democracy was taking - whether it was in a given period of decline or growth. Yet they all agree on the fact that its poster child - the Athenian Agora - was a permanent battlefield between the forces of democracy and commerce, each of them trying to enforce its own hegemony. It is telling that the word agora itself came to signify in ancient texts as both the place where public opinion should be formed by deliberation of citizens freed from their private interests, as well as the commercial marketplace. Aristotle's demand of putting a firewall between the "free agora" where the political process takes place (agora eleuthera), and the necessary agora" of the marketplace (anagkaia agora), has never been fully implemented.

PANEL: Media Governance – A New Concept for the Analysis of Changing Media Policy?

PANEL OVERVIEW

Media policy can be described as a way for society to shape its media. Going beyond merely economic aspects of the media, media policy pursues political, social and cultural goals. Some of these goals - for instance diversity, integration and inclusion - aim

at bridging divides in society. In addition, divides and inequalities become obvious in the political process itself. The various economic, political and societal actors have different possibilities and power resources to influence the formulation and implementation of media policy. Media policy and the way it is analyzed, however, changes. In recent years, the concept of media governance is gaining in importance. On the one hand, media governance is used to describe changing polities, politics and policies. Several shifts in media policy can be observed: from national media policy to European and global media governance; from government to self- and co-regulation; from formal to informal decision-making in networks. On the other hand, media governance is a scientific perspective. Scholars from different academic disciplines - mainly from political science and economics - focus on governance. Some see it as a positive concept to analyze changing media policy, some as a normative concept and as a democratic imperative. Admittedly, governance is an elusive concept. Despite these ambiguities, communication science can learn from and contribute to the debates surrounding governance. For scholars interested in media and communications policy, governance is of utmost importance and opens up several perspectives. First, it is possible to claim that media policy is changing towards media governance. Second, governance can serve as a new analytical tool to study media policy, considering aspects so far overlooked. Third, media governance constitutes a normative demand on media policy.

The panel session, consisting of six brief and concise presentations and a

subsequent discussion, strives for deepening our understanding of media governance. While the introductory presentation will touch upon the different meanings of media governance and the concept's significance for media policy, the following presentations look at media governance from different perspectives.

Societal perspective: Media governance as a normative concept allows for analyzing the power of different actors in media societies.

Political perspective: A new pattern of statehood derives from a modified division of labour between public and private actors, from changes in institutional structures, processes and content.

Organizational perspective: Corporate governance in the media differs from other economic sectors. Accountability does not only exist towards shareholders but towards society as a whole.

Journalistic perspective: Media governance raises questions of self-regulation,

accountability and autonomy in editorial departments, e.g. internal codes of journalistic conduct. **Civil society perspective:** Finally, media governance can be seen as a new form of articulation and participation of civil society.

Media governance proves to be a multifaceted new concept for the analysis of changing media policy, able to identify divides and power inequalities in society. We are convinced that the subject matter fits the "political economy" section best, allowing for a critical discussion of different perspectives against the background of political and societal conflicts.

Introduction: Media Governance – New Ways to Analyze New Ways to Regulate

MANUEL PUPPIS
UNIVERSITY OF ZURICH/SWITZERLAND

GOVERNANCE ENJOYS GREAT popularity among researchers and practitioners alike. Its quality as a catch-all-word however comes at the cost of clarity. This introductory presentation conceptualizes media governance as both a change in government and a scientific perspective. On the one hand, media governance describes changing polities, politics and policies: Governance

stands for new ways to regulate the media. On the other hand, media governance is a scientific perspective: Governance stands for new ways of viewing media policy and regulation. Here it is useful to distinguish between empirical and normative concepts. Very often, however, normative assumptions remain unexpressed. For instance the governance perspective is usually based on the functionalist assumption that governance is in the public interest. Nevertheless, media governance offers scholars some advantages. Governance can not only act as a bridge between disciplines but it is a new way to analyze new ways of media regulation as well.

Societal Perspective: Societal and Media Power Structures as Challenges for Media Governance

WERNER A. MEIER
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MEDIA GOVERNANCE IS not only a disputed normative concept but also a new analytical tool to identify "checks and balances" of a fundamental power struggle within institutionalized social actors. Media governance is seen as a process in which a variety of interests are debated, coordinated, and negotiated, through different forms of social networks and social actors endowed with different resources of power. Insofar, media governance helps analyzing the power structure of public communication and it has to deal with the complex relationships of political, economic and mass media power. Media governance analyzes and evaluates existing power structures between and within all stakeholders involved. From a societal perspective, the concept of media governance is able to grasp complex power structures within and between media organizations and other institutions on both a theoretical and a practical level - thus helping to overcome inequalities and divides in democratic policy-making.

Political Perspective: Transformed Statehood in the Communications Sector

MICHAEL LATZER
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MEDIA GOVERNANCE CONTRIBUTES to a transformation of statehood in the communications sector. The term statehood underlines the specific perspective; in particular it indicates that changes are analyzed from the standpoint of the state, which has traditionally played a pivotal role in the development of the communications sector. A functional approach to statehood focuses on the control and regulatory function of the state. A new pattern of statehood derives from a modified division of labour between public and private actors in the development and control of the sector, from changes in institutional structures (polity), processes (politics) and content (policy). Thus it encompasses changes both in the processes to solve problems and in the political organizations and institutions.

Organizational Perspective: Corporate Governance and News Management

ANGEL ARRESE
UNIVERSITY OF NAVARRA/SPAIN

FOCUSING ON THE level of media organizations, one can ask how corporate governance in the media differs from other eco-

omic sectors. Accountability does not only exist towards shareholders but towards society as a whole. In order to develop the implications of this idea, this presentation will try to justify how in the case of news companies it seems more suitable to adopt an approach of corporate governance based on the stakeholders and on the social mission, rather than more conventional approaches which are exclusively oriented towards the shareholders. In this framework, the proposals made in the last few years to improve the corporate governance of news companies will be explained. Some of these proposals referred specifically to the configuration and functioning of the Boards of Directors of news companies, aiming at integrating shareholders demands and news management duties.

Journalistic Perspective: Media Governance from a Journalistic Perspective

LARS NORD AND TORBJÖRN VON KROGH
MID SWEDEN UNIVERSITY, SUNDSVALL/SWEDEN

STAYING AT THE organizational level but focusing on journalism, media governance raises questions of self-regulation, accountability and autonomy in editorial departments, e.g. internal codes of journalistic conduct. This contribution discusses the implementation and effectiveness of media accountability systems in different media systems. Theoretically, the paper uses the analytical framework introduced by media scholars Daniel Hallin and Paolo Mancini in their work 'Comparing Media Systems' (Hallin & Mancini 2004). The degree of professionalization of journalistic practices and the implementation of self-regulation in different media systems are analyzed and related to the concept of media governance. Furthermore, different kinds of media accountability systems are analyzed and compared: corporative press councils with representatives for media owners, journalists and the public, education of citizens and professionals on ethical issues, monitoring institutions, evaluation systems including media professionals and media scholars (Bertrand 2000, 2003).

Civil Society Perspective: Auditing the Dutch Public Broadcasting Service: A New Articulation of Civil Society?

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CATHOLIC UNIVERSITY OF LEUVEN/BELGIUM AND RADBOD UNIVERSITY, THE NETHERLANDS
JO BARDOEL
UNIVERSITY OF AMSTERDAM AND RADBOD UNIVERSITY, THE NETHERLANDS

DUE TO COMMERCIALIZATION, the position of citizens in relation to the media has become weaker over the last years. Also in the Netherlands the growing influence of the state on broadcasting has gradually replaced the direct relationship with citizens. However, the Media Act of 2000 introduced a new instrument of media governance that now is a condition for licensing of public broadcasting organizations: an audit procedure that strengthens the articulation and participation of civil society. We ask ourselves whether this procedure is indeed able to do justice to the public as a full partner in the social communication process. We will take a close look at the procedure as a case-in-point and in light of other governance tools. In other words, the question whether the 'switch' to a citizen-based perspective bringing an inclusive programme supply and putting the audience at the centre has actually taken place will be raised centrally.

New Developments in Global Film Production and Distribution

A Double-edged Sword: Critical Reflection of U.S. Cultural Policy in a Global Film Market

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IN THE UNITED States, there have been two most distinguishable positions on film and cultural policy. The dominant position, promoted by Hollywood and the Motion Picture Association of America (MPAA) and neoliberal cultural policy makers, is that film culture is best left in the hands of a free-market force. This view can be traced to the free-market ideology that permitted U.S. film to develop as a commercially sponsored private enterprise, as in the case of the U.S. broadcasting industry. The second position, as one of the central themes of U.S. foreign policy since World War II, has been to expand a network of global trade based on its state power. As the core of a liberalized trade regime, the U.S. can press its capital advantages to maximum effect. This strategy has emphasized the importance of information-based products, making the State Department an active agent on behalf of such industries as computer software, insurance, banking and entertainment in recent years. The cultural industry has long been significant to this strategy, but has gained even more importance these days. These two opposite, but practically the same, cultural policies of the U.S. have played as a double-edged sword to exploit the global film market.

Current debates on the U.S. foreign policy on film and cultural policy tend toward ahistorical narratives with a focus on economic issues. However, any account seeking to understand what is currently unfolding in the U.S. film and cultural policy must engage with two projects. First, contemporary issues should be contextualized historically, in particular, its relation to free-trade agreements (FTAs), because FTAs as part of a new cultural policy has changed the landscape of the global film market in the post-UNESCO Convention era (on the Protection and Promotion of the Diversity of Cultural Expressions). In other words, the U.S. has utilized FTAs to force several nation-states, such as South Korea, Mexico, Canada and Australia, to lower their barrier to Hollywood majors, while the UNESCO Convention passed in 2005 has recognized the distinctive nature of cultural goods and services and has affirmed the sovereign right of countries to apply policies in support of cultural diversity. Second, the issues should be theorized in relation to the rise of the political economic order, neoliberal economic and cultural policies, because the U.S. has used neoliberalism as a fundamental in forcing other countries to liberalize their cultural market as part of the global economy.

This paper examines the set of social relations and the interplay of power between the U.S. and several countries that have signed free-trade agreements with the U.S., between the commercial interests of the U.S. and the critical political ideology, between the economics and the politics in relation to cultural diversity in other countries. It documents the way in which the U.S. supported by Hollywood has terminated cultural diversity and sovereignty with FTAs and investigates how the U.S. has invalidated the UNESCO convention in the global film market under neoliberal globalization. The paper finally articulates the result of FTAs in several countries in order to determine the crucial influence of FTAs on domestic film and cultural policy.

Image Capital: A Case Study of Image-making Practices in Hengdian World Studios

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THIS PAPER PROPOSES a new concept called image capital to study the engendering capacity of, and the factors contributing to, image-making practices for different kinds of social agents, whereas social agents refer to individuals, corporations as well as countries. Drawing upon Bourdieu's conceptualization of capital, image capital is defined as reified labor in the acquisition of image as an accumulatable, transferable and convertible resource. Image capital can exist in three forms: 1) the embodied form as visual competence to produce, apprehend and understand images; 2) the objectified form as tangible image "products" such as photography, movies, television programs, fashions and architecture and even stars; and 3) the institutionalized form as intangible imaginary created by formal and authorized institutions, for instance, branding, film awards and intellectual property rights. The three forms interact with each other in complex ways, articulating a hierarchy in the international division of labor in the global sign economy.

Adopting the methods of ethnography, in-depth interviews and life-history, the proposed concept of image capital is studied in the concrete site of a film studio complex named Hengdian World Studios (HWS) in Mainland China. Differ from most studio complexes in the world, HWS juxtaposes image production (studio shooting) and consumption (tourism) in a same milieu, thus allowing us to capture the dynamics, but also the power relations, of the image economy characterized by a growing convergence in production and consumption, hence the collaboration between producers and consumers, all considered as image-making labor. Three groups of image-making labors are investigated: a) cultural labors in the TV/film production teams; b) studio employees who mediate the production and the consumption through engineering and servicing, that is, the management and the tour guides; and c) tourists who consume (but also produce) images. The embodied, objectified form and institutionalized form of these image-making labors are mapped and analyzed on the one hand the operation logic of the visual economy of the studio, and the hierarchy of image labors producing the economy on the other.

The analysis found that the institutionalized form of image capital remains the most decisive in the operation of the visual economy as well as in determining the positions of the social agents in the image production field by influencing the market value of the objectified image capital, albeit a general increase in the visual competence owing to technological advent and proliferation of image media, and the related tendency of co-laboration between producers and consumers. The result is the continuous domination of the media conglomerates which have strong institutional backup, leaving amateur image-making labors (whether below-the-line workers or users) subordinated to the control of the former.

This concept of image capital contributes to the discussion of what Miller (et. al. 2001) call the International Division of Cultural Labor in the global media industry by addressing the engendering capacity of image to individuals' life chances as well to the macro economic development, whilst keeping the issues of power relations at its center.

When Pirated Films Met the Internet: The Chinese Cultural Public Sphere of Movies in an Unorthodox Globalization

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CHINA'S RAMPANT FILM piracy has been regarded as an emerging threat to the established world order. At the same time, the State's tough stand in restricting the import of Hollywood films illustrates some of the possibilities, albeit slim, of maneuvering and resistance by developing nations. However, existent studies mainly focused on the tug-of-war between the US-led global capital and the Chinese state, essentially instrumental in disciplining this giant anomaly. Under the "national-global duality", little attention is paid to the local, namely the Chinese people that routinely consume the pirated films. They are either simply conceived as "barbaric" and short-sightedly selfish, or pessimistically viewed as victims of Hollywood hegemonic control.

Against such backdrop, this paper sets out to first correct four types of imprecise yet popular pictures of the Chinese film piracy consumption and calls for a re-evaluation of simplistic perceptions. The findings of a more diverse, sophisticated consumption pattern, then, demands explanation.

To answer the question, I appropriate a framework of cultural public sphere to render both the examination of (external) structural contingencies and the internal interaction of the Internet and the public, especially evolution of influencers / film critics. The Chinese cultural public sphere of movies is built upon the piracy market and the China's Internet. After systematically analyzing these structural conditions resulting from media globalization and the Chinese state's special stance, I argue The intrinsic contention of the global and the national is crucial and offers precious possibilities for a relatively independent sphere both from economical and political power. Then I traced the historical trajectory of the sphere, with highlight on two issues: (1) the Internet and the publicness of movie / piracy watching, and (2) the Internet and the growth of independent movie critics in China. All these external and internal factors contribute to a diversified and sophisticate movie taste of the Chinese public, which is in turn accommodated by the film piracy market.

Popular Cinema and the New Media in India

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INDIA'S POPULAR CINEMA, often dubbed as 'Bollywood', is undergoing major changes in its production, distribution, and exhibition sectors because of the larger political and economic factors that are reshaping the Indian political economy in the current historic phase of globalization. This paper analyzes the emerging trends in the mainstream 'masala' film, the new viewing experiences (multiplexes), censorship battles, digital cinema and animation production.

Broadcasting in the 21st Century

Political Economy of Digital Broadcasting in South Korea

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MANY COUNTRIES HAVE introduced or are planning to introduce digital broadcasting. Digital broadcasting is a new technology, which changes the production, distribution and consumption of broadcasting and provides new market potentials. South Korea is also eager to participate in the boom of digital transition. However, academic debates have mainly been restricted to the cases of European countries, Japan and the US. South Korea has introduced state-of-the-art technologies such as digital satellite, high definition television, digital mobile broadcasting (DMB) and Internet Protocol Television (IPTV). In addition, South Korean conglomerates like Samsung and LG have been involved in the global electronic industries.

This paper explores why and how the Korean government introduced digital broadcasting, setting this against the wider background of changing state-market relations. Especially, the logics and actors in the policy-making process are examined for this purpose. I investigate the roles and opinions of broadcasting unions and civic organisations as well as the government and market, because they are key participants from the democratic perspective. Korean society has experienced democratisation and globalisation since the impact of the democratic movement in 1987. As democratisation has proceeded in Korean society, new stakeholders, such as civic organisations and the press union, have been engaged in the policy-making process, which was formerly dominated by the state and market. To achieve these aims, this study adopted a multi-strategy research, combining quantitative and qualitative research. Archival research, questionnaire surveys and semi-structured interviews were used.

I argue that the introduction of digital broadcasting in South Korea has reflected the changing power relationships among state, market and civil society in South Korea. The electronics industries, privatised telecommunication companies and government have played pivotal roles in the introduction of digital broadcasting. The public broadcasters, press union and some civic organisations have played alternative roles in the process. In so doing, the Korean state has demonstrated the contradictory features of the neoliberal state, which has deregulated the broadcasting industry and played a role of entrepreneurial government simultaneously. The Korean broadcasting industry has also changed through marketisation.

Global, National, or Local?

A Comparative Study of UTV and BBC in Northern Ireland

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WHILE THE TREND in global entertainment television points to localizing strategies, the popular view on television news often points to its globalizing power. Oft quoted cases in this instance are CNN, the BBC, and Al-Jazeera, with such claims tied mainly to technology and/or global corporate power. However, in this study we suggest that the television news industry also is experiencing, at least in part, the trend toward localization as a response to a host of contextual factors. The case of the global and national news giant, the BBC, and its competitor, UK's ITV, specifically ITV's Northern Ireland subsidiary UTV, and their efforts to define

"local" news offers a unique yet illustrative example.

This study seeks to answer the research question as to how these competing news organizations define the idea of "local" news. UTV was established in Northern Ireland, which is geographically and politically differentiated from the Republic of Ireland. It fashions its own sense of an "Irish local" by reaching across borders, a phenomenon that is considered global conceptually, even if it does not meet the current denotation of planetary reach. This sense of the local is based both on the origins of revenue sources as well as a pan-Irish cultural identity. The other, BBC, also considers Northern Ireland to be a part of its broadcasting territory - the United Kingdom, the citizens of which provide BBC its operating revenue through license fees. BBC Northern Ireland is a major competitor to UTV and works to maintain its own broadcasting identity in Northern Ireland by keeping to its original and traditional mandates of serving the local population, albeit defining "local" differently.

This tension between the two broadcasters in the same market arises at least in part from the differences in the types of broadcast organizations. UTV operates on a commercial imperative while the BBC operates on a public service imperative. Not surprisingly, this tension carries significant implications for programming, content, promotion, and markets for both these broadcasting entities. To understand better the dynamics of this competition, we examine a variety of documents produced by the broadcasting organizations, the BBC charter, and its equivalent for UTV as specified by the UK's Office of Communications. Additionally, one of the co-authors of this paper, a long-term consultant for BBC's Newsline in Northern Ireland, will contribute from observations of the ground realities of organizational deliberations about defining "local" news. The study will contribute to understanding the trend toward increasing localization in news broadcasting.

Market-orientation in the News-production: Political Economy of Emerging TV News Industry of Bangladesh

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THIS ARTICLE AIMS to critically examine how the unprecedented expansion of television industry in Bangladesh became possible over the past decade, and how the increasingly market-liberalization trend of this country constitutes the structure, content and process of news production in TV channels.

This is the first time South Asia has experienced the phenomenon of a TV media 'boom' in Bangladesh, in spite of the background of politically violent and prospective new democracy. However, the escalating commercialization is triggering a divide between the actual role of television and the potential role it could play in a progressive society. Since the government permitted private broadcasting satellite TV channels in 1997, a massive investment in the production and advertisement sector has been systematically facilitated by the dominant political and commercial elites of the country. The number of television networks has increased by 17 over last 11 years. In this perspective, this article traces the answers to the questions - why and how a country with \$440 per capita GNP should need 17 television channels? What is the power-structure behind the abnormal growth of TV industry? Who invests and what are the sources of asset? Aiming what profit? What backing keeps these channels running? How are the owners' political and business networks affecting the fate of news content?

In particular the paper highlights a central contradiction between the television industry of Bangladesh and the international economic powers. On the one hand, the reformation pressures from European Union and other donor agencies including IMF, WB, and ADB indirectly influenced the recent Caretaker govern-

ment to eliminate corruption, and ensure an untroubled access for the international corporation's investment and business. As a part of this operation, Ministry of Information has shut down several corrupt-licensed TV channels. On the other hand, this article explores, advertisement and investment supports from the transnational corporations have ultimately encouraged the political tycoons to expand their television outlets, and now these channels have been used as local and global business-lobbying-corruption-powerhouse. Subsequently, this paper also argues with evidence that the alarming drift of corporate takeover of news-slots through 'Corporate-Branding' and 'advertiser-media-partnership' inexorably shapes the selection and production of news. Centrally, an empirical analysis of this article reveals a power-exercise-web between government, corporations, media owners and newsmakers which is radically dividing the most popular mass media of Bangladesh and transforming it into a market-oriented class media.

Diversity and Democratisation in the Digital Mediascape : Experimenting with PSB in Taiwan

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Across the globe, the multiplicity of channels made possible by digitalization, is leading to persistent questioning of the need for Public Service Broadcasting as a guarantor of diversity. At the same time, in a number of Asian countries the role and organization of public television has become a main issue in debates about the relations between media reform and the democratizing process.

In Taiwan the TV industry is currently caught up in this double movement of digital transformation and demands for greater diversity of representation waiting for a viable model of public broadcasting to establish itself. The current response to this situation is to expand public broadcasting services by incorporating several formerly commercial and state-owned TV stations into a new composite public broadcasting group. The continuous lack of investment in the digitization of state-owned terrestrial TV services has also assigned PSB a lead role in devising strategies for digitalization.

This paper draws on a wide range of policy papers and data from in-depth interviews with Taiwanese political actors, broadcasters and activists, to examine the reasoning behind the decision to expand Taiwanese public broadcasting and the forms through which it has been financed and institutionalized. It concludes by asking if this project is capable of underpinning an innovative service in the digital era.

Shaping Communities through New Media Practices

Do U YouTube? Online Communities and the Development of an Electronic Citizenry

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OVER THE PAST decade there has been a growing concern over young people's lack of interest in the political process, indicated by statistics that show 18-25 year olds do less voting, are declin-

ing in political memberships, have fewer political conversations, read fewer newspapers and are doing less things in groups than previous generations (e.g. Bennett, 1998; Putnam, 2000). While a number of social, cultural and economic factors have been blamed for creating the conditions for disengagement, the role of mass media has been theorized by many scholars as a key factor. Robert Putnam perhaps most effectively popularized the view of media's role in civic disengagement in *Bowling Alone*, where he contends that the time displacement created by television and the Internet could single-handedly be blamed for young people's failure to engage in communal activities. However, some researchers have responded to such criticism by challenging the negative impact media and technology have played in the decline of civic life; perhaps, this perspective suggests, new technologies are not necessarily indicators of disengagement so much as they may be facilitating a new kind of engagement.

This paper therefore aims to contribute to the growing body of literature that challenges existing theories of youth disengagement, and demonstrates some of the ways that new media technologies may be re-defining popular conceptions of civic engagement and political identities. Through a qualitative assessment of the online video site YouTube.com, this paper reviews the various ways YouTube facilitates political participation, civic engagement and even public scholarship. The research suggests that young people are no less politically disengaged than older generations. Instead, I argue that traditional political structures and activities no longer address the concerns associated with contemporary youth culture, while the sender-receiver model of communication and the top-down nature of electoral politics perhaps no longer coincide with the social worlds of young people. Social networking sites like YouTube have thus become a more appealing venue for political and civic action primarily because their interactive, two-way characteristics provide a sense of control and self-efficacy at levels not found in traditional political processes.

However, this paper problematizes the civic and political activity of young Americans by acknowledging that online communities contradict traditional conceptualizations of democracy, as local and national boundaries are no longer static or well-defined. Participating within the fluid borders of cyberspace thus situates electronic communication within a global framework that may not translate into action in the offline world. Further, like all social networking sites YouTube is a for-profit business operating within a global political economy. These implications are addressed with a review of contemporary communications policy and by situating YouTube within the ongoing debates over media ownership, copyright law and network neutrality. In doing so, it questions whether or not the neo-liberal agenda of regulatory bodies may be potentially more damaging to online forms of civic engagement than the hyper-commercial, individualistic features of new media technologies themselves.

Collecting Culture: Negotiations of Cunning Capitalistic Collection Practice in North American Letterboxing Virtual Communities

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Why would people collect virtual images? This collection is not limited to the idea of the image however; the entrapments of culture, cunning, and discovery pervade the landscape of the virtual letterboxer. The participants enter a website through a larger, multi-layered letterboxing site and acquire these collectable images through puzzles, internet site negotiation and pop culture knowledge. Many of these images are not unique or unusual and could easily be obtained for pure visual pleasure through a simple web search. Yet people are drawn to the idea of collecting and cun-

ning and the social attachment that is made among those in the culture. Letterboxing is an emerging hobby that involves the exchange of stamp images, or in the case of virtual letterboxing a digital image, and collecting and archiving the experience. The official introduction of letterboxing in the United States has been connected to an article in *The Smithsonian Magazine* in 1998 and has expanded exponentially since. Unlike the long established U.K. version of the hobby, North American letterboxers rely strongly on the use of the internet to post clues and boxes. The use of the internet in collecting visual culture is telling of the pervasive desire in North America to obtain status and satisfaction through individual prowess and intellect.

My research explores the use of the internet by North American letterboxers reinforces and reintroduces the concepts of manifest destiny, collection and consumption and use of technology for acquisition. Through the use of a political economic theoretical framework and uses and gratification theory allow for a greater understanding in the persuasion of these individuals. Political economy theory expands the frame of this research by allowing for a greater understanding in the underlying motivation and desire of capitalism and consumption that have to be understood to find this activity desirable and fulfilling. Uses and gratification theory is a media-based theory that examines the multi-use way in which the media is understood and used as a means to an end. The choice of the letterboxers to pursue collections through the internet medium is telling of how emerging cultures can benefit greatly from emerging technology.

Methodologically coming from an anthropology background allows for a comprehensive ethnographic mixed-method approach. Research is being conducted through participant observation; including writing and de-coding virtual letterboxes on the internet. Person-centered interviews will be conducted virtually with key collectors and clue-writers to extrapolate the importance and value placed on this hobby and gratification from this. Observation and analysis will occur through connection to the primary internet site and dedicated chat boards connected to the practice of virtual image collecting.

Based on preliminary research I believe that this research will show a deep, possibly unknown to the participant, connection and mediation to the trappings of capitalism and collection as a means to this end. The findings will be organized and analyzed in the final paper version of this research. The popularity and attractiveness of letterboxing in North America has a specific demographic of educated, middle-aged (30-60) white women. This demographic finding combined with particulars of virtual collecting I believe will illuminate a new means of transmitting cultural values and norms within the context of internet.

The Joint session with the Community Communication Section

Community Broadcasting in South Asia: Hybrid Solutions for Localized Information Access Points (A Bangladeshi Case Study)

FAHEEM HUSSAIN
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IN THE BACKDROP of a continuing media deregulation, the availability of high and low end ICT solutions for information services and the demand of localized media outlets from the "base of the pyramid" population, South Asia is experiencing a positive surge in the community broadcasting sector. This paper particularly looks into the case of Bangladesh, a promising LDC where the broadcasting and telecommunication industries are going through

a series of transformation. In a comparative study with the community media sectors of India and Nepal, which covers techno-economic and regulatory analysis, this paper looks at the present communication trends, regulatory scenario, different dimensions of sustainability (social, technical, financial) and the overall prospect of community media in this South Asian country. Several factors are found to be working in the favor of community media: the rapid penetration of GSM Cell Phone companies both as voice and data service providers; huge demand for local content and localized programming; the willingness of the present government to open up FM airwaves for community broadcasting; the establishment of Telecenters or Rural Information Centers using local resources and the presence of a pool of trained human resources to run these outlets. Potential synergy between different technological options and their relative effectiveness have also been explored. The hybrid solution of Cell Phone- Community Radio-Telecenters has been found to be significantly sustainable for establishing Information Access Points or Knowledge Centers in a typical Bangladeshi setting.

Political Economic Studies of Asian Media

Emergence of Vernacular Television: Opportunity or Threat?

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THIS PAPER WILL examine the growth of television industry in the southern state of Andhra Pradesh (AP), India. The vernacular (Telugu language) television industry in Andhra Pradesh began as a purely educational and developmental effort in 1975. By early 1990s, the liberalization of the Indian economy and the opening up of the media market to global players has resulted in phenomenal growth of the industry. In the early '90s, the Telugu television industry was confined to entertainment programming as the Government of India did not allow news programming or up-linking of satellite signals from the Indian soil. By 2000, however, both these policies were modified resulting in a sharp growth in the number of Telugu news channels. Having caught the public imagination, there are already ETV, TV9, Gemini, Teja, MAA, Zee Telugu, TV5, and NTV in the TV news market and several new channels are about to enter the fray in 2008.

The FICCI-Price Waterhouse Cooper study puts the broadcast industry in India at over \$ 4.8 billion per annum and the cable distribution business is estimated by the Cable Operators' Federation of India (COFI) at over \$13.9 billion per year. (Screen, June 22-28, 2007, Mumbai, p21).

The emergence of large corporations with widespread economic interests straddling the entire economy of the state of Andhra Pradesh, and some of these corporations entering the media business, has necessitated the study of not just the 'the institutional extension of corporate power in the communication industry' but also the attempt by the corporate media to directly influence the economic and the political processes in the state. Interestingly, though 100% foreign direct investment is allowed in advertising and film industries, which have a large stake in the operations of the television industry, indigenous corporate muscle continues to control the television industry.

The socio-political transformation of the state between 1975 and 2005 has had a powerful influence on the production, distribution and nature of content of Telugu television. This paper will examine briefly

- Political-economy of AP state
- Television Industry in AP

- National broadcast policies
- Analysis of the role of television in the political-economic scene of AP

A Case Study of Hana TV as a TV Portal in Korea

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HANA TV, WHICH was started in July 2006, is a representative TV portal in Korea and has a record of more than 500,000 subscribers per year. Its main service is VOD (Video On Demand), pre-IPTV service. Particularly, a TV portal offers users the choice of contents and the time of use. This study will see how the characteristics of a TV portal can influence how it's subscribers use the service. For this, the monthly connecting rate by subscribers of Hana TV and their frequency of program request to its home page will be examined.

According to this study, the subscribers prefer to use Hana TV to watch free TV programs in their leisure time. They use the TV portal particularly as an extended media of free TV. In this paper, we can also find out more precisely the preferred genre of free TV programs and other contents consumed by Hana TV subscribers. Therefore, the result of this study can be offered as a kind of guideline for the composition of contents of IPTV.

KEYWORDS: Channel composition, connecting rate, frequency of program request

Mapping Korean Entertainment Market: The Relationship Between Entertainment Corporations and Audiences

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THIS STUDY FOCUSES on how audience activities are influenced by structural changes in the Korean entertainment market. In order to examine this situation, the study conducted a review of the commercialized life-world, conceptualized by Habermas, as a theoretical background and interviewed selected individuals: marketing directors of entertainment corporations, television program directors, and leaders of fan communities. As a consequence, cultural activity, such as fandom, is conditioned or influenced by entertainment corporations.

Entertainment corporations have been empowered in the Korean entertainment market. Internally, entertainment corporations have already merged with each other to expand their economic power in the Korean entertainment market. Externally, due to upcoming media convergence, including IPTV, Korean telecommunications corporations have acquired entertainment corporations to produce content in contrast to what broadcasting stations have. A few large entertainment corporations have taken over cable television broadcasting corporations.

Entering into foreign markets, such as Southeast Asian countries, has allowed entertainment corporations to experience global marketing strategies by monitoring advanced countries, such as the U.S. and Japan. The "Korean Wave," in other words, the popularity of South Korean culture in Asian countries, can expand the size of the entertainment market and lead the flow of financial investment from foreign countries.

Conversely, these two structural changes limit an audience's choices. The shift of the market structure can influence the cultural movement of the audience. Generally, previous studies sug-

gested that fandom can represent the autonomy of the cultural fan activity, regarded as a sub-culture. In contrast to previous studies, the character of fan communities is identified not by the fan communities themselves but rather by entertainment corporations. Entertainment corporations provide symbols of the community and suggest directions for how fandom will act on the plans of entertainment corporations by giving financial support. In this situation, members of fan communities can not produce cultural properties mentioned in previous studies.

As the one of various marketing strategies, fan communities are used for the purpose of appealing to the power of entertainment corporations. Entertainment corporations listen to the voice of fans to maintain the image that they are always open to the fans' opinions. These kinds of opinions hardly affect the management of entertainment corporations. Strategically, community members are divided based on the level of membership. The level of membership is categorized by the membership fee. Entertainment corporations distribute different information to fans in accordance with the level of membership. Fandom is manipulated and managed by the strategies of entertainment corporations.

In conclusion, as Habermas noted, the life-world is going to be interrupted by the economic power of the system. Market structures and consumer movements can be conditioned by capital. The power of capital is the ability to shape structural change, what rules and conventions are used, and what range of actions one can choose in a given situation. Structural power is more decisive in affecting the outcomes of relational power. This situation can give entertainment companies an opportunity to take the upper hand in the market.

Studying Media Industries

The Cultural and Creative Industries in Venezuela

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IN THE LAST decade an increasing recognition has been generated on the importance that have the Cultural and Creative Industries (CCIs) as contributors sectors to the economic development of the regions or countries. Due to this, has been elaborated a considerable quantity of studies of measurement of the impact of these industries in the regional or national economies. With respect to Latin America, so much MERCOSUR's countries as those who form a part of the Agreement Andrés Bello (CAB) have come being worked at the topic. Due to the previously stated, the analytical intention of the research was to realize a radiography, diagnosis or mapping of the Creative and Cultural Industries in Venezuela. So, during the development of the research, was explored the emergence of the concepts of Cultural Industries and Creative Industries and his theoretical debate worldwide; were analyzed diverse models of diagnoses of the same ones in national and supranational contexts from a comparative perspective and, his specificity was located in the framework of the Politics and Economy of the Culture. From the methodological point of view the term mapping was adopted to refer to diagnoses as the realized for the sector. The mappings are studies orientated to diagnosing a given situation, identifying his constitutive elements, the relations among these and the results of mentioned interaction. In this measure, the mapping is not a simple description of data, but, principally, an interpretation, which has the intention of contributing to the solution of problems revealed by the diagnosis or known previously. On the other hand, the mapping offer information that allows to the regional and national agents to identify key aspects on the dynamics of the Creative and Cultural Industries, and hereby to offer facts that improve the capture of decision making for

the design of public policies orientated to the strengthening of these industries. The information used in this study places inside the projects that it comes realizing the line of research "Society of the Information, Cultural Policies and Economy of the Culture" of the Institute of Researches of the Communication (ININCO) of the Faculty of Humanities and Education, Central University of Venezuela (UCV).

KEY WORDS: Creation / Culture / Economy of the Culture / Cultural Industries / Creative Industries / Mapping / Public Policies / Venezuela

Media Groups in Latin America: New Territorial Dimensions of Concentration

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THIS WORK IS the continuation of a research on media ownership concentration in Latin America during 2002-2004, which described the structure of the media, the levels of concentration and the operations of the most important media groups. In 2006 the research was updated with new data that registers the evolution of the main cultural industries.

The paper shows for the first time the trends of media ownership concentration in the region, the new business strategies, the impact of convergence and digitalization and the persistent gaps in terms of access to media goods and services.

Firstly the work shows the emergence and consolidation of new continental players, mainly the media groups of foreign capital, such as Telefónica and Prisa from Spain. These groups try to win over the main regional markets from the national champions of the continent: Globo, Televisa, Cisneros and Clarín.

These last ones have been forced to develop new business strategies with the aim of expanding their capital in order to face the challenges imposed by their competitors and new sectors of activity. The growing financial instruments of the media groups and the sales of part of their shares to the stock market is a growing feature.

Lastly, these groups participate actively in the development of new markets such as digital television, triple-play or VOIP, that is the new scene envisaged by technological and economic convergence, which allows one to foresee increasing levels of concentration.

With respect to access, these large groups' genuine interest in the expansion of markets – which are still scarcely developed when compared to those in the G8 countries - has meant that the indicators of consumption of cultural goods and services has grown in absolute terms, even when both qualitative and quantitative gaps still remain.

The Advertising Industry in Latin America: A Comparative Study

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Brazil: Cassiano Ferreira Simões, Universidade Católica do Salvador; Neusa Demartini Gomes, Pontifícia Universidade Católica do Rio Grande do Sul; and Othon Fernando Jambeiro, Universidade Federal da Bahia

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IN THE GREAT debate about 'cultural imperialism' in the 1970s and 1980s, the advertising industry was singled out as one of the key mechanisms by which the economies and societies of the 'Third World' countries were brought, and kept, under the domination of the rich countries of North America and Europe. These were the terms in which the 'global divide' of that era was conceived.

Relative to the other international communication industries which were then seen to exert such an influence, notably television and film, the advertising industry as such has since been rather neglected by researchers. There has not been a comprehensive, critical and comparative work since Armand Mattelart's *Advertising International* which appeared in English in 1991.

However, in the era of globalisation, the advertising industry is one area where we can observe the complex dynamics of the global/local dialectic. This 'industry' is best understood as an intricate and shifting set of institutional relations between advertising agencies, their clients (who are the actual advertisers), and the media. The advertising agency business is highly globalised in its organisation; the same names of the global manufacturers of 'fast-moving consumer goods' (FMCG) crop up on the lists of the largest advertisers in many countries; and the media, television in particular, might be locally-owned, but remain dependent on the advertisers for their income.

The research to be presented in this paper is based on material gathered by a collaborative team of researchers reporting on the recent state of play within this constellation of interests in Argentina, Brazil, Chile and Mexico.

Detailed information will be presented on the largest advertising agencies in each of these countries, their local and global connections, and their relative dominance of the business. Similarly, the largest advertisers in each country will be noted, with an eye to the relative incidence of global, regional, and national corporations, and their field of service or production – retail, FMCG, etc. The distribution of advertising expenditure across the different media will also be detailed and traced over time, having regard, for instance, to the degree to which television is able to defend its pre-eminence against the challenge of the internet. Where appropriate, the regional picture will be compared to and given context by reference to trends in other major markets.

By these means, the paper will provide an empirical account of, and analytic insight upon, the modes in which the advertising industry binds the leading nations of Latin America into both economic and cultural globalisation.

The Media in Australia: Contre-marché?

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THIS PAPER ADDRESSES a recent discussion of the transformations in the media and cultural industries which argues that Fernand Braudel's analysis of capitalism presents considerable insights for a political economy of these industries. From the perspective offered by Braudel's distinction between capitalism and the market economy, capitalists only assent to competitive market relations when other avenues to profit-making are blocked. They instead prefer the exceptional profits of the *contre-marché* (antimarket), the intentionally opaque zones where Braudel argues 'the great predators roam and the law of the jungle operates'. The media and cultural industries' organisational structure has long been characterised by the tendency towards oligopoly, if not monopoly, due to specific socio-economic characteristics and political considerations. Nonetheless, according to the Braudelian perspective, recent developments in these sectors associated with re-regulation, financialisation and vertically integrated concentration have reinforced the inherently anti-competitive context in which the majority of the global media operate.

The paper critically assesses the notion of antimarkets, and their associated reduction of competition, through a discussion of current changes in the Australian media scene. Although already highly concentrated, the Australian media industry has been undergoing important changes since the introduction of Broadcasting Services Amendment (Media Ownership) Act 2006. The Act, rushed through Parliament, contained important changes to laws governing foreign and cross-media ownership, digital broadcasting and anti-siphoning for pay-TV. Over an eight month period following the passage of the new laws, the private equity group CVC Asia Pacific acquired a controlling 75 percent stake in Publishing and Broadcasting Limited. In early 2008 James Packer and Lachlan Murdoch sought to take private the remainder of PBL's media holdings, including its pay-TV concerns, through a \$3.3 billion buyout. The Seven Media Group has similarly been restructured through the establishment of a 50 percent joint venture with Kohlberg Kravis Roberts. Seven also established a dominant shareholding in the lucrative West Australian Newspaper company. Fairfax newspapers, once viewed as vulnerable, has emerged as the Fairfax Media Group, with enlarged newspaper, radio and online operations and with J.B. Fairfax restored as a significant shareholder. In reviewing such ongoing changes in the Australian media, the paper provides a broader conception of competition which questions the divide between 'economic life' and the antimarkets' 'world of speculation', and foregrounds the pressure emanating from the expanded reproduction and accumulation of capital.

Media and Politics/The Politics of Media

The Other Campaign ("La otra campaña") of the EZLN: An Experience of Political Communication from the Edges of Global Capitalism

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THIS PAPER PRESENTS the last Zapatista initiative in terms of political communication in the context of the last presidential campaign in México – 2006 –. These campaign tries to engage the dif-

ferent marginal groups of Mexico (indigenes, poorest and all the groups that the global capitalism expulse) to create another way of organization, citizenship, communication and solidarity in political and community terms. At the same time, the paper looks to address three main questions: how is communicated this new Zapatista initiative? – Locally, nationally and globally – What is the role of the alternative media and mainstream media (national and global)? And; How to be anti-capitalist in the context of global capitalism? Finally, this paper looks to give inputs to contribute to the inclusion of the social movements in the study of the political economy of communication and culture.

The State as Builder of Public Initiatives in Lula's Government: An Analysis of the Public System of Communication in Brazil

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CABRAL
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PUBLIC SYSTEM IS mentioned as one of the three systems of communication in Brazilian Federal Constitution, considering also the private and the state ones, in agreement with the principle of mutual complement. Two opposite tendencies dominate communication sector in Lula's government: state policies and actions led by Lula's government consider state initiatives in the communication sector as public ones and, on the other hand, public system of communication has no clear definition yet and is not effectively considered in state policies.

This paper is based on a bibliographical and document research, given special attention to the recently created EBC - Empresa Brasil de Comunicação (Brazilian Company of Communication, for the words in English), responsible for the implementation of TV Brasil (a state TV channel) inside Lula's government and the settings of the so called public television, in relation to a public system of communication still restricted to the 1988 Constitutional text. It analyzes players and elements involved in this situation, taking into consideration Brazilian particularity in relation to communication sector and Brazilian state responsibility in building a communication based on public interest. It considers also Political Economy of Communication as a place of understanding State as regulator and executor of politics and its role as keeper of a hegemony provided by a dominant ideological orientation.

Brazil is a big continental country with distinct economic realities and very diversified cultures, where almost everybody speak (Brazilian) Portuguese as a first language. Brazilian communication system implementation was built in a national integrative perspective by military dictatorship in the last century's 60s/70s, with illegal permission to use foreign capital, according to our national constitution at that time, where three of the five Brazilian regions were not so developed. Globo Network, one of the world's biggest private broadcast networks, grown with Time Life group's funds and was based in an extension of all regions, with all technical and artistic quality that money could buy.

In a picture like that, people legitimate Globo and other broadcasts networks that cover more than 99% of Brazilian houses as almost a public system of communication that the people don't have, but could, if, in despite of Globo Network, there were considered many initiatives of community media that in fact are a real challenge to organized social groups and movements in the field.

TV Brasil started in the air in December 2007, at the beginning of Brazilian TV digitalization, occupying one of the channels managed by the State, according to the Decree that implemented digital television in the country. The initial expectation is that public initiatives can be considered as producers, but community channels and other initiatives of the so called television's public field

yet functioning open and free at cable system have no guarantee of their continuity in digital channels, considering current legislation.

Media Control and Democratic Transition: The Taiwanese Case

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THE MEDIA ARE one of the central institutions in civil society for they either serve as the "watchdog" in libertarian thesis or provide a platform of communication in shaping the "public sphere" and thus contribute to the democratic processes. However, the idealistic function media serve for democracy is constrained by dynamic power structure of the state, the market and civil society. The triangle interrelation framework is particularly important in analyzing the transitional societies and media performance that from a totalitarian / authoritarian regime to a democratic and liberal system such as Taiwan.

On March 18, 2000, Chen Shui-Bian of the Democratic Progressive Party (DPP) won the direct presidential election which ended the Kuomintang (KMT)'s five-decade hold on the presidency and began a period of DPP rule until 2008. Does regime change bring about further social transformation especially the enhancement of media function for democracy? To understand the role of media in a transitional country, this study applies a historic analysis on state control over media, putting it in the scenario of regime change in Taiwan. This study compares the means of state control in the KMT regime and DPP regime to see how political power interrelates with the market and civil society to shape media's function and its implication on democracy.

The KMT party-state was a "bureaucratic-authoritarian regime" which had hard control over the society as a whole and the media specifically. Within the period of martial law (1949-1987), the KMT maintained its control through the apparatuses of the state including the military, administrative, judicial and ideological organs and thus depress the development of private sectors such as local capitalists and grassroots movements. Mass media, serving as critical ideological apparatuses of the state, were either owned or restricted by the KMT regime. The party-state used forces and regulations to forbid the freedom of speech and put dissenters into jail. Major media outlets were owned by the ruling party, the government or those loyal to the government. Therefore, a "patron-client" relationship was developed between the ruling party and media owners to ensure media content favouring the ruling ideology. Not until the post-martial law era in 1990s, the discontent of the civil society toward state organ media prompted social campaigns against political control of media and for media deregulation. In response to the challenges from political opposition and civil society, the KMT lifted ban on newspapers and lease airwave to allow more new media operation and which introduced a new stage of media competition and different ways of media control.

The DPP came to power in 2000 with the counter of the major opposition from the KMT in the congress. They shared media resources while the KMT kept owned its party TV station and the DPP involved in the personnel arrangements of state-owned TV stations. However, the growing civil media reform movements did not allow political power in electronic media and which caused the passage of a reform bill of electronic media in 2006. Although the DPP lost advantage in owning media, it applied soft control over media. DPP politicians tended to propose libel suits against media which published critics attacking them. The most critical means to control media was through "product placement" into news. For example, in 2003, the administration spent 11 billion NT dollars (about 35 million US dollars) to buy media advertisement (...).

From Needs to Rights: Justifying and Prioritizing the Costs of Communication Rights

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BEYOND THE UNCONTROVERSIAL premise that our common humanity is defined in part by universal needs to communicate, this paper will respond to the more specific question of how what we know and believe about communication needs is used to justify claims that are made for particular communication rights. To say that we have a need for communication is not really a matter that provokes much debate, although there is plenty of room for disagreement not only about what are our most pressing communication needs, but also about where particular forms of communication fall within a greater hierarchy of human needs. By examining theoretical arguments about human needs, I focus on the principles used to justify communication rights, and focus on how assumptions about communication needs are or can be used to justify particular kinds of communication rights claims. I argue that such claims require justification through moral- and political-economic reasoning that goes beyond necessary but highly instrumental consideration of the costs of particular rights. My goals are to evaluate the arguments for and against treating communication as a basic need, and to demonstrate how such an understanding is used to justify an expanded concept of the "right to communicate."

Media and War

War, Energy Geopolitics and Global News Media

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THE RESEARCH WILL show that most of the daily newspapers of record selected for analysis have generally steered away from explaining the correlation 'energy-Iraq war', even when they have referenced it or acknowledged it. Instead, they have largely focused on moment-to-moment updates.

The author will begin by condensing the basics of officially acknowledged oil and gas reserves and production in the region stretching from Saudi Arabia to Kazakhstan. He will then encapsulate current sources of political instability and volatility in that region, and summarize U.S. medium-term strategies for the region.

The core of the paper will report on and analyze the relative frequency or infrequency of reference to these issues in the editorials in selected mainstream national newspapers when presenting the issues entailed in the war against Iraq. The choice of newspapers is based on their influence over television news agendas. The choice of editorials is based, not on their public consumption, but on their signpost function to editors and reporters working for the newspaper in question. The study samples from 2003, the year the war began, and 2007. The online newspaper selection is as follows: in the USA, *The New York Times* and *The Wall Street Journal*, in Britain *The Guardian* and *The Times*, in France *Le Monde*, in Germany *Frankfurter Allgemeine Zeitung*, in Japan *Daily Yomiuri*, in Russia *Izvestiia*, and in Spain *El Pais*.

The paper will conclude with a brief discussion of the potential implications of these findings for the Herman/Chomsky propaganda model: how far is it replicable outside the USA?

War Games: Doing Battle with the Military Entertainment Complex

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THE COMMERCIAL MEDIA industry is heavily invested in the research and development of computer-based digital technologies. Many of these versatile, multi-use platforms used to create fields of entertainment, digital graphics, virtual worlds and video games are also essential to the networked protocols of high-tech weapons systems. In addition, video games, one of the most profitable sectors of the media industries, are used extensively by the United States Armed Forces for recruitment. The virtual worlds of video games feature the same technologies that create simulated training environments for American soldiers. Many of the latest video game battlefields are patterned after actual combat in on-going conflicts in Iraq and Afghanistan, and recent innovations developed by the Institute for Created Technology at the University of Southern California, are used to design virtual combat scenarios that have become therapeutic landscapes used to treat Post Traumatic Stress Disorder (PTSD). As the Pentagon and the video game industry are now inexorably tied, this mutually beneficial relationship has resulted in a formidable military/entertainment complex that has transformed American media and its culture. We document this merger, the funding base, and the commercial incentives of the military/entertainment nexus, and track the ways in which military priorities have driven the economic development of this important sector of the corporate media. Our findings indicate that military influence has changed the economies and direction of the media industries. Such economic and technological ties have moved the field of entertainment in the direction of violent combat games and away from other, less violent formats with alternative social and cultural sensibilities and applications.

Within this context, this research examines the different challenges being made to this influential cultural nexus by veterans groups, critics, writers, game designers and players in the United States and other countries, which subvert and (re) direct the militarized purposes of video games of war. By exploring such challenges to their intended uses from distinct "life worlds," we hope to provide a more complex understanding of the role of video games with regard to issues of global war and peace.

Ken Burns' War: Relocating Global Conflict as Small-Town Tale

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SINCE THE EARLY 1990s, U.S. media have participated in the creation of a "greatest generation industry", a specialized form of heritage industry that has produced countless books, films and television series, essays, museum exhibits, and even tours of small towns associated with World War II media. One of the latest media artifacts of this industry is Ken Burns War documentary, which, like other recent war media, draws upon the discourse describing the citizen soldier of WW2, "the common man" of the 1990s "greatest generation" movies. However, the publicity surrounding War introduced a contemporary emphasis spin on the common man by shifting this figure to an "extraordinary" realm of achievement. The trope of the common man of the World War II era marked out ways for anyone to be a hero whether in combat or on the home front. This soldier was a citizen called to arms. Contemporary emphasis on that rhetoric uses it with a subtle shift to a soldier-citizen, a citizen who is prepared and conditioned for war without end. The Bush administration has repeatedly used phrases that signal an indefinite period of war, and the repetition of

World War II tropes shores up notions of heroism and foregrounds the everyday nature of war as a routine activity. Burns' film embeds these tropes in a structure that relies on emotional resonances of human wartime experience. He has dubbed War a "retelling" and as he has stated with his earlier series on the Civil War, his work is about "trying to lasso these feelings and trying to translate them for a large popular audience...rescue history from the academy", and telling history "from the bottom up". This is not a "People's History of World War II", however. Instead, Burns' history of the war emphasizes the realm of the American local by creating a tale of small town life interrupted, which was part of the US experience but hardly the entire story. The emphasis on feeling explicitly removes focus from politics. The opening voice over of Episode One states that the war "grew out of ordinary human emotions: anger, bigotry, victimhood, and lust for power." Through a combination of textual analysis and a political economy analysis of the promotion of the series, I will suggest ways in which Burns' makes these tropes "emotionally resonant in this series, a resonance that gives the "greatest generation" industry renewed life.

Information Operations Blowback: Retooling Communication Networks and the Entertainment Media for National Security and 'Global War'

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THIS PAPER FOCUSES on the doctrine of 'information operations' in the United States-led Global War on Terrorism. I argue that "information operations" have brought about an unprecedented convergence of commercial communications media, on the one hand, and military and government communications, on the other. Three results of these dynamics are then explored: first, the rise of a military-information-media-entertainment (MIME) complex; second, a retooling of the architecture, or code in Lawrence Lessig's words, of cyberspace to meet the demands of national security, surveillance, propaganda and cyber-warfare; third, the 'blowback', or negative consequences of information operations, that occur as surveillance, censorship and propaganda campaigns targeting foreign audiences spill back into the US on account of global media and information flows.

Capitalist Media Strategies

Media Conglomerates and the Financial system in the USA: Links and Dependencies

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THE POLITICAL ECONOMY of communication approach has usually dealt with a traditional and useful array of topics very well known as far as structural power and economics inside the communication market and industry are concerned. Subjects such as ownership and control of media firms, market concentration, size and profit orientation of the mass media, relationship of the media to advertising industry, cartel arrangements and critical analysis of media economics have been commonly addressed by scholars of political economy. Many other new subjects related to these are also beginning to be tackled (for instance the growing integration of media business across traditional industry and technology divisions), but there has always been an absence of research on the

financial linkage of media system. Since Hamelink's groundwork (1983) on the relationship of finance and banking to the new information industries, very little has been done in this area.

The author of this paper considers the study of the links and dependencies between media and banking critical to the study of such key concepts as freedom of the press, quality journalism and the role of media in democracy. And, thus, for fighting against all kind of divides in society.

This paper presents the results of research conducted on the top US media conglomerates that takes as a starting point the hypothesis of a growing financialization of the US media system - financialization meaning a dominant position of finance at the centre of corporate media. The aim is to identify the main links between the media system and the financial system, far beyond the classical patterns of ownership-focused research -which will be studied-, but also including issues such as quotation, indebtedness, financial innovations, boards of directors and corporate goals of the media system in financial capitalism.

Content at the Margins: Threshold Effects of Intellectual Property Policy

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AS LESSIG NOTES in Code (2000), the imposition of a legal or organizational structure on a system can delimit its activities. Several scholars have argued that current intellectual property rights not only created such a structure, but a structure that favored commercialization (Benkler, 2006; Vaidhyanathan, 2001), while also creating problems for its application in other settings and cultures (Garmon, 2002; McLeod, 2001). These issues are heightened by the increasing emphasis on the global standardization of intellectual property rights and law. After all, standardization has the consequence of imposing a single approach across a wide range of social, economic, and intellectual contexts. Rather than helping to reduce global media and information divides (as often claimed by proponents), this can actually help to further them.

While there are several ways in which a global approach to intellectual property rights law and policy can be problematic, this paper will focus on examining the implications arising from a particular set of economic implications embodied in current global intellectual property policy: threshold effects. Threshold effects address the issue that there can be a threshold governing behaviors - a minimum required before action, or a maximum beyond which action will not occur. In the case of intellectual property, there are two major sources of threshold effects that contribute to maintaining and/or exacerbating global divides.

The most obvious arises from disparities in income and wealth around the world. In a globally networked world, where media and information goods and services are easily distributed (legally or otherwise), there is pressure to standardize prices and access. Profit-oriented firms will, of course, want to price for richer markets; consequently, content becomes effectively unavailable in poorer markets, exacerbating the global information divide. There are other likely sources of threshold effects; particularly those imposed by legal and technological protection schemes, and those imposed by the structure of licensing schemes. The paper will explore and discuss them at greater depth.

Two economic features of information goods and services complicate matters. First, the value of information is generally uncertain, and tends to be highly contextual. This may actually lessen the impacts of thresholds somewhat. People are used to approaching media and information consumption from an aggregate rather than individual pricing decision. Another feature of information is that it tends to create value in many ways, not all of which are easily translatable to monetary prices (see Bates, 1988; Ben-

kler, 2006; Lamberton, 1971). As intellectual property policy began to stress commercial value as the critical factor (Bates, 2007), the various threshold effects also expressed themselves more in terms of financial costs. This can make acquisition and use of content whose value lies elsewhere more problematic.

This paper will consider how policy sets structure, which in turn creates thresholds that can delimit access and behaviors. Thresholds can be problematic by themselves, but the imposition of a global standard in an economically differentiated world is likely to further exacerbate any Global Media or Information Divide.

Media Groups and their Markets Shares in Turkey during the Globalization Process

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THE THEORISTS OF democracy have observed a fundamental contradiction between the idea that public media should function as a public sphere and the fact of private ownership. Thus, the media proprietors can restrain the information flow by using their ownership rights. Nevertheless, as Wiener indicated, the organization level of a society depends on the amount of information in a system; entropy; on the other hand, is the measure of its deterioration. Therefore, information flow should be maintained. An increase in entropy denotes a regression in development. Regression or prevention of information in this sense produces negative affects on informing the public from ethical point of view. Hence, the state constructs its own agenda by using the media.

It is observed that the definitions and functions of journalism, newscasting, radio and television broadcasting are changing. In fact, although the media is supposed to monitor and control legislation, administration and jurisdiction in the name of the citizens in a society as the fourth power, today it has been the "power" of the media proprietors.

Being either national or international, while considering the media monopolies, now it has been quite normal to mention media moguls too. One of the primary factors increasing the monopoly in the world media industry is the necessity for an enormous capital to invest in this relatively ludicrous sector. Such a necessity to access to the market, high costs in production and delivery, competition among the media companies, limitation in advertisement revenues, vertical and horizontal corporate amalgamations, wrong policies of governments and inflation are the factors that increase monopolization. Since the media products have a temporary nature, the time pressure exercised in production and distribution stages is the primary reason obliging media companies for vertical amalgamations. Paper production and the ownership of press companies or advertisement agencies are the examples for vertical amalgamations. Partnership in media-related related activities, that is, the merger of the companies in the activity field is an example for horizontal amalgamation.

With the liberal economy policy exercised after the 1980s in Turkey, the free enterprise was granted a great opportunity and the media companies got involved a vicious competition like the other companies. One of the negative effects that the conditions of free market have produced on the media is monopolization. In the 1980s, media ownership passed out of the hands of families in the press sector and the Turkish economy began to be controlled by the powerful states. The fundamental reason for that is to be able to use the press as a weapon for their interests and to exercise lateral diversifications by using the power of the press. Therefore, the press companies that are not ludicrous by themselves, has become the press releases of the holdings by being amalgamated with them. In the 1990s; on the other hand, it was observed that the media owners turned their companies into industrial complexes. Along with different media enterprises, including newspapers, magazines as well as book, radio and TV companies and banks, such media companies somehow transformed into the holdings comprising several enterprises functioning in miscellaneous industries and services. Parallel to the introduction of incredibly new technology to the media sector, the scales have considerably got bigger (...).

Journalism Research and Education
Section

14

Panel: International Collaborative Research in Journalism Research: New Challenges and Emergent Perspectives

Panel Chair: Ibrahim Saleh

THIS PANEL IS very important and timely it provides academics and practioners across the global with a real on hand experience & fresh insights of new ways of thinking journalism. In addition, this new initiative with the journalism Education and Research section will certainly create opportunities for networking with researchers from other nations, as well as giving unlimited possibilities of significant contribution to further internationalization and integration of journalism studies and facilitating the dialogue between schools of thought and regional traditions of studying journalism.

This panel attempts to give way to fascinating new approaches from other nations that are rarely available in international arena and publications. Hence, the international collaborative research panel will be enabling scholars and professionals an overview over some of the new ways of thinking journalism which have emerged regardless the geographic locations. Much of the methodological progress made in the social and behavioural sciences have rarely, if not at all, touched journalism studies. Ethnography, network analysis and more sophisticated statistics. This panel also intends to contribute new methods and approaches to the methodological arsenal of empirical journalism studies, particularly methods that are of use for cross-cultural comparative research.

Chinese experience and issues in terms of journalism and communication studies and education

HU ZHENGRONG
CHINESE UNIVERSITY OF COMMUNICATION, CHINA

CHINESE SIDE IS facing lots of challenges from all directions. China's aggressive strategy to develop a modern economy is matched only by an even more ambitious program of technological development. The Chinese government has earmarked digital broadcasting as the pre-eminent media technology to emerge in China's expanding and diversifying mediascape.

The challenges facing China's digital broadcasting industry using the theory of controlled co modification to critique implementation strategies. Emerging from this analysis is a deeper understanding of the contested role of media in China's socialist market economy, which has had an impact on the successful adoption of digital broadcasting at a crucial stage of development. New ICT like digital and online techs make the society more communicating, open and transparent, which put more difficulties in front of traditional governance. Economic boom and market-oriented reform are commercializing all aspects including journalism principles and values. Clashes between diverse cultures bring lots of options and more uncertainties to journalism and communication studies and education. All of those are happening in China.

The Student Global Village: Analyzing How U. S. and Middle Eastern Students View Relations between Their Regions before and after Deliberative Discussions.

ROBERTA FISKE-RUSCIANO & FRANK LOUIS RUSCIANO
RIDER UNIVERSITY, USA

THIS PROJECT STUDIES the manner in which video-conferencing-based deliberative discussions change college students' ways of thinking about U. S. and Middle Eastern relations. The project analyzes the results of a series of 12 weekly videoconferences among students at Rider University and students at the American University in Cairo (AUC connect Project-Ibrahim Saleh). Students were provided with materials designed to supplement their knowledge of the other country, and to allow them to discuss chosen themes in depth. The students were surveyed regarding their attitudes and impressions of the other country at the beginning and the end of the project. We then analyzed the before and after results for any changes in perspectives over the 12-week experience.

When the before and after results were factor-analyzed, one striking finding stood out-both sides began the project with a "clash of civilizations" perspective on their regions' relations. However, afterward both sides agreed on positive ways they could impact these relations aside from any supposed "clash" beyond their control. The results suggest that students on both sides understood at the end that governments should not be the only means of creating linkages-that linkages created by citizens, not governments, must play a necessary part in their lives. This finding is illustrated through reference to the manner in which the dialogues developed over the twelve-week period.

Internet use worldwide, especially web-casting as there is an urgent need for regional and international networking for improving journalism education

ILHAM ALLAGUI
AMERICAN UNIVERSITY OF SHARJAH, UNITED ARAB EMIRATES

CURRENT TRENDS IN journalism and social science research demonstrate a broad use of research methods and address contextual concerns. Methods such as case studies, qualitative or quantitative analysis, ethnography or textual analysis have been used widely by social science researchers and still are. With the emergence of new opportunities in international research, facilitated by the development of information and communication technology, one might question the "levers" in social science research today.

Through two examples of cross-culture comparative research, this contribution to the panel will discuss the methodology of each while insisting on contextual factors increasingly important in international projects dealing with digital media production. Other challenges facing social science research discipline in a collaborative international context are funding and developing a network of partners across large distances and with different research cultures. Under this perspective, this contribution will present a current research project about Internet use internationally and in the Arab region while suggesting opportunities for collaboration.

The Tandem Workbench Experience: Intercultural Training and Refreshing Workshops for Journalists in the Arab World.

OLIVER HAHN
DORTMUND UNIVERSITY, GERMANY

THE INTERCULTURAL TRAINING and refreshing workshops for young journalists in the Arab world, financed by means of German public diplomacy, aim at helping them help themselves in professionalizing and modernizing their daily work and work routines. These workshops do so by taking into consideration the participants' own journalism cultures in their own countries in the Arab world. Consequently, these workshops are based on the principles of (a) cultural adaptation and (b) cross-cultural and mutual learning and exchange between participants and teachers. In this spirit, these workshops are not normative and do not impose one single journalism culture upon another. In contrast to many other Western education offers to Arab journalists, which are criticised to be of Western ethnocentric and intellectual-hegemonic nature ('superiority complex' in the dichotomy between *we/us* and *the others*), these workshops explicitly rely on dialogue.

Western trainers of these workshops understand themselves as *primum inter pares* who also learn from the participants and who as journalism researchers collect first-hand empirical data. This *tandem workbench experience* is also the reason why these workshops (a) use for discussion and journalistic production both working languages, English (or French) and Arabic (sometimes by the aid of local translators); (b) are given by Western teachers together with Arabic native co-trainers (sometimes hailing from the same countries/local contexts of the participants); and (c) the participants are recruited by press and culture counsellors of Germany's diplomatic representations (embassies, consulates, etc.) to the countries in which these workshops are held in cooperation with local organisers (such as e.g. local press associations or foundations).

Building Confidence in JMC Education: The Teaching by Assessment Initiative

IBRAHIM SALEH
AMERICAN UNIVERSITY IN CAIRO, EGYPT

MANY TIMES JOURNALISM education is pursued separate from journalism research. Teaching by assessment is the only way to break down this journalism educational dilemma, by providing flexible and convenient learning opportunities through increasing participation amongst higher education students. A cornerstone integral nature of this effective assessment and feedback within the learning process is the need to promote an appreciation of academic skills and scholarship.

Usually journalism students get graded at the end of the semester, but journalism educators rarely investigate their outcome not just output. In that regards, there are five basic components that every media educator should work on and test during the semester in a sort of Pre-test/Post-test assessment. These components include understanding, knowledge, students' relationships, technical skills and students' empowerment as a global citizen. Such key aspects help map the level of outcome in reference to each of the courses' objectives.

Over the last four years, Journalism & Mass Communication Department at the American University in Cairo had a pioneer initiative to experiment these education techniques to face the current challenges facing journalism education not just in Egypt, but rather the world at large.

Panel: Journalism in Democratic Societies - Normative Theories of the Media

PANEL CHAIR: KAARLE NORDENSTRENG
UNIVERSITY OF TAMPERE, FINLAND

THE THEORETICAL MOTIVATION for *Journalism in Democratic Societies – Normative Theories of the Media* is the intellectual challenge posed by scholars who are concerned with a truly responsible performance of the media and with a professionally adequate education of journalists. The academic study of journalism and mass communication has become established over the past fifty years. But it still remains strikingly poor in describing and explaining the media's role and task in society - in short, in providing us with normative theory. And this intellectual challenge is becoming more and more acute at a time when civilizations are clashing and media are converging.

PANEL:
CLIFFORD G. CHRISTIANS
(UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN)
KAARLE NORDENSTRENG
(UNIVERSITY OF TAMPERE)
ROBERT WHITE
(ST. AUGUSTINE UNIVERSITY OF TANZANIA)

ATTENDANCE BY THE OTHER TWO CO-AUTHORS TO BE CONFIRMED:
THEODORE L. GLASSER
(STANFORD UNIVERSITY)
DENIS MCQUAIL
(UNIVERSITY OF AMSTERDAM)

Peace journalism Panel: Can Journalism Help Bridge Global Divides? Lessons from Recent 'Peace Journalism' Research

The impact of political news on German students' assessments of the Israeli-Palestinian conflict

WILHELM KEMPF
UNIVERSITY OF KONSTANZ, GERMANY

EMPLOYING THE DESIGN of a prior experiment by Peleg & Almi (2005), the present study examines how differently framed texts about the Knesset's approval of the Israeli-Palestinian 'Road Map' influence German students' assessments of the Israeli-Palestinian conflict. The results of the study confirmed our theoretical hypothesis that information presented in political news reports influences more than just recipients' assessments of the specifically mentioned issues. In addition, it also affects their assessments of issues related only via the structures of the mental models into which they integrate information. Moreover, the influence of political news is not uniform, but rather varies with differences in the mental models recipients have previously formed. These a priori mental models, therefore, can be more powerful predictors of media effects than variables such as recipients' political orientations, their personal views or the relevance they attribute to a conflict.

Bridging Divides or Widening Them? A Cross-National Comparison of Press Coverage of the Afghanistan and Israel/Hezbollah Wars.

ROBERT A. HACKETT & BIRGITTA SCHROEDER
NEWSWATCH CANADA AND SIMON FRASER UNIVERSITY

MEDIA ARE PARTICIPANTS, not detached observers, in conflict situations. This article comprises a content analysis of 522 articles from newspapers and online news-outlets in Canada, US, Israel and al-Jazeera online, concerning the Afghan and Hezbollah/Israeli wars during 2006. Content indicators for Peace Journalism and War Journalism were operationalized and used to construct respective scales, which were then correlated with other aspects of news content (sources, geographical origin etc). The results suggest that neither War Journalism nor Peace Journalism is being consciously practiced. Rather, the scores correlate with other aspects of news production and presentation, as well as country of publication. The relationship between sourcing and framing was found to be especially strong. The results of this study support the Peace Journalism hypothesis that conventional news routines and news values tend towards conflict escalation.

Peace Journalism: A Constructive Press in a Global Community

SUSAN DENTE ROSS
WASHINGTON STATE UNIVERSITY AT PULLMAN, USA

THE SMOKY HAZE produced by enflamed exchanges between peace journalism's advocates and its detractors (see, e.g., Lynch, 2007; Loyn, 2007) obscures the common ground shared by the two camps. If transformed from battlefield, this fertile common ground of shared assumptions about and critiques of much of mainstream journalism's assumptions and practices may become the site for a deeper and more practical re-conceptualization of journalism's constructive role in contemporary, global society. Such an evolution will benefit from a clearer understanding of their common ground and a dialogue about their differences free from the rhetorical polarizations and demonizations both deplore in contemporary journalism practice.

Journalism and humanitarian intervention. A comparative perspective on Norwegian and Swedish war journalism

STIG A. NOHRSTEDT & RUNE OTTOSEN
UNIVERSITY OF ÖREBRO, SWEDEN AND OSLO UNIVERSITY COLLEGE, NORWAY.

THE RESEARCH PROJECT Journalism in the New World Order has for the last fifteen years documented trends in war and conflict coverage. The project has been covering global trends in war journalism from the Gulf War in 1991 to the Iraq War in 2003. This has resulted in numerous books and reports with a point of departure with research on the Gulf War in 1991, through the war in former Yugoslavia in the 1990s, the war on terror after September 11, and the war in Iraq in 2003 (Nohrstedt & Ottosen 1991, 2004, 2005; Nohrstedt, Höier & Ottosen 2002).

A more sober historical review such conflicts as the 1991 Gulf War as well as in Yugoslavia in 1999 should remind us that there never exists a black and white picture in a war. More complex issues – like the colonial heritage of Western hegemony, unsolved

conflicts of borders, oil- and water resources, not to speak of religious tensions, are all a part of a complicated scenario that calls for dialogue and conflict resolution as suggested in the UN charter (Galtung, 1992, Chomsky 2000). The invasion in Iraq in 2003, the war in the Middle East in summer 2006, the tension on the Horn of Africa and bombing of Somalia by US planes in January 2007, and the ongoing conflicts in Sudan, all remind us that all the conflict lines underlying the 1991 Gulf War in 1991 still exist.

Mainstream media tend to be loyal to their own government's policies, with attendant differences in media coverage. Thus the coverage of wars in NATO members like Germany and Norway often seem to have more similarities than Norwegian and Swedish media, even though the latter two have more in common culturally, politically and geographically (Nohrstedt & Ottosen 2001). In this paper we will use theories on Peace Journalism to explore the hypothesis that the "humanitarian intervention" in Afghanistan and the planning of closer co-operation in the future between the two countries' military forces are framed differently by mainstream media in the two countries, although there is also a common depoliticizing media angle, as no dramatic shift in the security policy arena is displayed in Scandinavia

News Discourse: Engagement Journalism or Public Relations Journalism?

LEA MANDELZIS
SAPIR ACADEMIC COLLEGE, ISRAEL

THIS PAPER DISCUSSES the central debate in international journalism today: do reporters maintain a policy of strict objectivity or do they seek to influence policy and/or bring about political change? Often, the words, representations and images of conflicts are expressed by the journalist's own wish or despair. Moreover, frequently, government's communication professionals are active contributors to news coverage on conflicts between nations, often seeking to demonize the enemy or to frame the news with a zero sum game orientation which contributes to dispute escalation. The question arises: where is the line between reportage, analysis, informed opinion, engaged journalism or public relations journalism? Examples include reportorial analysis of newspapers ranging from the Israeli-Palestinian conflict, the Israeli preparations for the Iraq war and the second Lebanon war.

Journalism Research

Professionalism of U.S. Journalists: Have Things Changed in the Turbulent Times of the 21st Century?

RANDAL A. BEAM, BONNIE J. BROWNLEE & DAVID H. WEAVER
UNIVERSITY OF WASHINGTON AND INDIANA UNIVERSITY, USA

THIS PAPER FOCUSES on individual-level changes in media role perceptions, ethical attitudes, perceived autonomy, professional organization memberships, and readership of professional publications in the unsettled years of this first decade of the 21st Century. It is based on the first-ever panel design of the American Journalist studies. In late 2007 about 400 journalists who took part in the 2002 decennial survey were interviewed again to track changes at the individual level in attitudes, values and working conditions. This paper examines changes in these indicators of professionalism and key organizational factors associated with those changes. These indicators of professionalism are impor-

tant because they appear to be linked to the choices that journalists make when deciding what should be reported and how it should be framed. In this paper we examine whether our measures of professionalism are relatively constant across time or whether they appear to be influenced by changes in the journalists' social and work environments. The five-year period covered by this study (2002-2007) is particularly opportune because it has been one of the most turbulent periods for U.S. journalists, who are being forced to adjust to downsizing at their news organizations and to new means of doing and distributing their work via the Internet that often add to their work loads.

Perceived Influences on Journalistic Cultures and Professional Autonomy: A Cross-National Comparison.

THOMAS HANITZSCH,
UNIVERSITY OF ZURICH, SWITZERLAND
MIHAI COMAN,
UNIVERSITY OF BUCHAREST, ROMANIA
ROSA BERGANZA CONDE,
UNIVERSIDAD REY JUAN CARLOS, SPAIN
BASYOUNI IBRAHIM HAMADA,
CAIRO UNIVERSITY, EGYPT
FOLKER HANUSCH,
UNIVERSITY OF THE SUNSHINE COAST, AUSTRALIA
CHRISTOPHER KARADJOV,
CALIFORNIA STATE UNIVERSITY, USA
ZVI REICH,
BEN GURION UNIVERSITY OF THE NEGEV, ISRAEL
PETER G. MWESIGE,
UNIVERSITY OF MAKERE, TANZANIA
GEORGE TERZIS,
VRIJE UNIVERSITEIT BRUSSELS, BELGIUM

COMPARATIVE RESEARCH IN the field of journalism studies is increasingly proliferating. Yet most studies still restrict their scope to the mere description of similarities and differences at the expense of explaining variation. Furthermore, comparative journalism research is often limited to the analysis of western contexts and does almost exclusively rely on western-centric models and ideas.

This paper intends to fill this gap. The present study reports findings from the cross-national study "Worlds of Journalisms" that endeavors to map journalistic cultures around the world. The aim of the study is to identify the main factors that account for the differences in journalistic cultures and the professional autonomy of journalists across nations, various types of news organizations and different professional milieus.

The theoretical framework of the study is based on a thorough re-conceptualization of the traditional understanding of the journalists' professional worldviews – seen as one important manifestation of journalism cultures – and the hierarchical contexts within which these cultures operate and articulate themselves. The new conceptualization of journalism cultures posits that these consist of three essential constituents, "institutional roles", "epistemologies" and "ethical ideologies", which are further divided into seven principal dimensions: "interventionism", "power distance", "market orientation", "objectivism", "empiricism", "relativism", and "idealism". Professional autonomy is measured in terms of the extent the journalists feel that they have (or have not) control over their work and are (or are not) allowed to take part in decisions that affect their work. Perceived influences are conceptualized as emerging mainly from two general levels: from within the news organization (e.g. superiors, management, ownership, advertising and news deadlines) and from outside the news organization (e.g. audience, competitors, politicians, news sources and media laws).

The paper reports findings that are based on an unprecedented effort of journalism researchers across the globe: The study "Worlds of Journalisms" has been simultaneously conducted in 17 culturally diverse countries, including Australia, Brazil, Bulgaria, China, Egypt, Fiji, Germany, Indonesia, Israel, Mexico, Romania, Russia, Spain, Switzerland, Turkey, Uganda and the United States. In every country, a similar quota sample of 100 journalists from about 20 news organizations was interviewed by using identical questionnaires. Additionally, information was collected about the news organizations for which the interviewed journalists worked as well as the respective national media systems. In the survey, the journalists were asked, among other things, about their work-related worldviews, the perceived influences on their work and their perceived professional autonomy. By taking the multilevel structure of perceived influences into account, the results demonstrate a hierarchical pattern of forces that shape journalistic cultures and professional autonomy across diverse cultural contexts.

Journalism and the European Public Sphere – A Meta-Analysis

OXFORD UNIVERSITY, UK

RESEARCH INTO THE European Public Sphere (EPS) is an academic growth area: since the beginning of the 2000s, a number of large-scale, pan-European research projects examining various aspects of EPS have taken place (some are still ongoing). Most of these are in one way or other financed by the EU, commonly through one of the framework programmes administered and controlled by the EU Commission, but also through other EU institutions. Some projects do not feature EPS as a central theoretical or empirical concept (though reference to EPS is often made in some way), but all deal with similar issues, i.e. mediated communication on Europe and European issues, broadly defined. Some projects deal specifically with journalism and some do not, but most include at least some element of journalism research, be it content analysis of news coverage, analysis of EU public communication strategies and its targets, or interviews with journalists.

This paper asks the question: what assumptions about journalism, EPS and specifically the role of journalism in EPS do these projects rest on? The paper analyses final reports and other publications from the following research projects (acronym explanation, when relevant, and years the project took place in parenthesis) *AIM Project* (Adequate Information Management in Europe, 04-07), *Changing Media, Changing Europe* (00-04), *Democratic Participation and Political Communication in Systems of Multi-level Governance* (98-02), *EMEDIATE* (Media and Ethics of a European Public Sphere from the Treaty of Rome to the "War on Terror", 04-07), *EURONAT* (Representations of Europe and the Nation in Current and Prospective Member-States: Media, Elites and Civil Society, 01-04), *EUROPUB* (The Transformation of Political Mobilisation and Communication in European Public Spheres, 01-03) and *Information of the citizen in the EU* (03-05). The analysis focuses on the implicit and explicit normative assumptions of these projects; specifically, their definitions of EPS and the perceived role of journalism in relation to EPS.

The conclusion is that to a large extent these projects have adopted the EU Commission's own definition of EPS and EU official views on the role and place of journalism, overly emphasising the educational role of journalism at the expense of its adversarial/watchdog role. This in turn leads to an uncritical conceptualisation of EPS as well as unrealistic expectations on journalism and news media.

Journalism and Social Integration

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IN THE AGE OF social transformation, globalisation and wide-reaching multi-media developments, the roles of the media with regard to influences on society are necessary to be analysed. Currently, in politics, in media publicity, and in communication science research, the field Media and Integration is picking up great momentum. The expanding European landscape increasingly requires communication. It is agreed that television should mainly benefit society's cohesion. Even so, public broadcasters are often declared to be lacking integrative qualities. Public television's potential for integration has not been duly examined yet, regarding the ideal of a European public, a Europe growing closer together as a home for people from various linguistic and cultural backgrounds. The central problem this paper deals with – by relying on an interdisciplinary theoretical and methodical approach – is how journalism can contribute to society's diversity in general and how the potential of public television for social integration can be applied in the journalist's every day work.

Studies in the area of journalism and integration are only just beginning. So far, researchers generally have concentrated on the representations of ethnic minorities in (print) media, positioning their integrative capacities in a still static nation state (cf. Jung/Wengele/Böcke 1997, Voß 2001). A lot of studies are limited to demographic surveys indicating that "multi-cultural potential" is hardly being used to date. (cf. Essen Expertise 2005). To fill these academic gaps, the interdisciplinary dissertation draws on theories of media and integration (cf. Geißler/Pöttker 2006) as well as theories from the social sciences (cf. Habermas 1962, Fleras/Elliott 2002).

The following questions are discussed in this paper: 1) How do international public broadcasters develop and unfold potentials to encourage an overall social integration despite of globalisation and divided audiences? 2) What functions do political institutions have in advancing Europe as a space of socio-cultural diversity, supported by public broadcasting? 3) What means of cooperation exist between the PBS, political institutions and social authorities in order to support the integration function of the media? In response to these research questions the paper's methodology is grounded on comparative research, choosing the three most populous EU countries, Germany, England and France, as an international reference frame for comparison. Due to the comparable dual broadcasting systems, the broadcasters *ARD* and *ZDF* for Germany, *BBC* for England and *France Télévision* for France serve as objects for investigation. For empirical purposes, expert interviews serve as the source for analysis material.

In conclusion, our presentation focuses on the one hand on developing general guidelines for forthcoming media political decisions which aim at professional journalism which helps to integrate society in European countries. On the other hand, politically relevant demands for more socio-cultural diversity in the media and the image of a responsible, trans-nationally-aware journalism are founded by empirical research.

The Politics of Social News in the Uruguayan Press

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SOCIAL ISSUES ARE crucial in every country of the world. Problems such as scholar desertion, poverty, or domestic violence can be classified as "social" but they can also be analyzed from an economic or political point of view. For example, scholar deser-

tion has an economic impact: for those that quit school, the probabilities to remain unemployed are higher than for those who completed primary and secondary education. The relevance and complexity that these topics have for society is not always well represented in the Uruguayan press. This article analyzes the way in which social topics are exposed in the Uruguayan press.

Why is important to study the coverage of social news? First, we believe that the way in which social problems are treated in the mass media has an impact on how public opinion understands social problems. Despite mass media is not the unique source of information that people use to understand social problems, it is one of the most important. The press might not be extremely successful on telling the people how they have to think, but it is powerful on telling them about which topics they have to think (Cohen, 1963). Second, and as a consequence of the influence on public opinion, the quality of social news coverage has an impact on public debate. Better quality of social news coverage leads to a more complex understanding of social topics within public opinion, which also generates an improvement in the public debate. For consolidated democracies in developing countries, as is the case of the Uruguayan one, the quality of public debate is relevant to produce better public policies.

Our main hypothesis is that the relevance and complexity of social topics in the Uruguayan press are undermined by politics. In order to test that, we explore the relevance and importance that social topics receive (for example: length of news, frequency that social topics appear in main headlines or front-page), quality of the coverage (for example: amount of sources cited in social news, style used, use of indicators), and we look at which sources and actors are the most cited.

This paper shows the results of the first pilot study of the coverage that social topics receive in the six main Uruguayan newspapers: *El País*, *El Observador*, *Ultimas Noticias*, *La Diaria*, *Plan B* and *La República*.

Beyond the International Freedom of Information Index – an audit of FOI reform

JOHAN LIDBERG
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TRUE AND INDEPENDENT access to quality, un-spun government-held information is at the core of proper political accountability - few would argue with that statement. Yet study after study find that information access often exist in word (and law) only - not in practice.

This paper is based on earlier international comparative studies assessing the practical functionality of Freedom of Information (FOI) systems in a number of countries (Australia, Sweden, USA, South Africa and Thailand). One of these studies laid the foundation for the first International Freedom of Information Index which ranks the assessed countries according to how well they deliver on their legislative FOI promises.

One of the most important findings of the FOI Index pilot study was that some of the established democracies, and supposedly information rich countries, performed poorly in offering independent access to government-held information to journalists. Indeed, one of the emerging democracies out-scored one of the established FOI systems. This indicates that in spite of a growing information divide between countries. Some emerging democracies are beating the established systems at their own game when it comes to internal information access.

Since the initial project changes to the FOI regimes in the countries of study have occurred. This paper will re-visit and audit some of the changes and discuss that most illusive of parameters underpinning FOI – the political will to make FOI work in practice.

Journalism Education across the media divides

Ambitious in Theory but Unlikely in Practice: A Critique of UNESCO's *Model Curricula for Journalism Education for Developing Countries and Emerging Democracies*.

ERIC FREEDMAN & RICHARD SHAFER
MICHIGAN STATE UNIVERSITY AND UNIVERSITY OF NORTH DAKOTA, USA

IN JULY 2007, the United Nations Educational, Scientific, and Cultural Organization introduced its Western-influenced model curricula promoted as a vehicle to improve journalism education in developing countries and emerging democracies. UNESCO asserts that this internationally "generic model" can be adapted to each country's needs and is widely applicable and effective in diverse national, social, economic, political, and cultural contexts. However, we suggest there will be serious obstacles in each of these categories to promoting and implementing the model in most developing nations and that these impediments would be unique, complex, and even detrimental in some countries.

Despite nation-, program-, and institution-specific barriers to adopting and applying the new, Western-centric curricula, generally anticipatable obstacles include availability of: (1) faculty qualified to teach the suggested courses; (2) adequate computer technologies, necessary software and technical support services to conduct practical and investigative journalism courses suggested in the model; (3) students with requisite educational backgrounds and language abilities to fill classes that incorporate the kinds of rigorous and challenging content the UNESCO report advocates; (4) university administrative structures that protect against corruption and can effectively recruit, compensate, and retain qualified faculty; and (5) profitable media industries or effective government agencies that will attract and reward successful graduates of such programs. Other macro-level questions concern: affordability; compatibility with a country's historical, religious, political, and cultural values; and governmental controls on the press and university curricula.

In addition, students who graduate with the kind of education promoted by the report may likely be overqualified for low-paid domestic journalism jobs, although they may be good candidates for employment in government or business. The kind of well-educated graduates we would expect from programs that follow such curricula would be prime candidates for emigration to developed nations, graduate study abroad, or jobs with foreign news agencies.

On a micro-level, the detailed subject matter UNESCO recommends for basic and advanced journalism courses raises issues of availability and suitability of the predominantly North American and Western European content, the availability and appropriateness of suggested texts and instructional materials, and course-specific pedagogical approaches that the report advocates. In fact, with the exception of top-tier journalism programs in North America, Europe, and other developed regions, there are insufficient personnel, economic, and technological resources to support such ambitious and unrealistic programs, even in the absence of philosophical disagreements among countries and regimes over the role of the press.

In this paper, the authors draw on their extensive experience as professional journalists, as faculty at U.S. universities, and as trainers of journalists and journalism students in more than twenty developing countries to critique UNESCO's *Model Curricula for Journalism Education for Developing Countries and Emerging Democracies* on both the micro- and macro-levels outlined. In doing so, they emphasize the need for realistic expectations, the

need for sensitivity to cultural, religious, gender, political, and historical diversity and constraints, the need for economic resources, and the need for caution in advancing the UNESCO approach to journalism education in developing countries and emerging democracies.

Bridging the North-South dichotomy in journalism education: the experience of the Theophraste network

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JOURNALISM EDUCATION IS under tight scrutiny since Columbia University's president Lee Bollinger raised serious questions about its academic relevance. All other North America and Europe, journalism schools are considering reforms of their institutional framework and curricula to take more into account, along practical courses, their academic and research capabilities.

If current journalism programs in the Northern world are called into question, what could be said of and expected from the South in this regard? UNESCO launched this debate among journalism educators, which results, in 2007, in the publication of a *Model Curricula for Journalism Education for Developing Country and Emerging Democracies*. But one could wonder if the challenge facing journalism education in the South is so different from that of the North that it requires a separate model.

This presentation answers this question by trying to hit a common ground away from the emerging journalism educational divide. It will focus on the certification process of journalism programs as conducted by Theophraste, an international network of francophone journalism education centers. Though this network is composed of three different categories of members (autonomous schools, university faculties and continuing education centers), the criteria set up for the certification don't distinguish the North from the South. In that regard, Theophraste seems to answer M. Bollinger's call, while differing from the UNESCO approach.

Does the (white) face fit? Can Westerners stay credible as media educators in Asia?

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THIS PAPER LOOKS at credibility issues faced by Western media educators working in Asia, where their experience can be both respected for its historical significance and disdained for its post-colonial overtones; while local knowledge can be both valued for its immediate relevance and dismissed for lacking historical depth. In the light of great interest in the emerging markets of Asia, the Western educator in Asia must consider how to create a bridge between two cultures, media models and expectations. If he strays too far into the Western model, he runs the risk of being considered irrelevant in an Asian environment. If he strays too far into the Asian context, he runs the risk of losing his Western credibility among students, based on a long history of Western dominance of media. Given the redefinition of the relationship between East and West, rejecting Western Manichaeic thought so a new model of media education blending the two sides must be crafted.

The paper looks at an uncomfortable side of the global divide that between former colonialist and colonised, and between the ascendant culture of the last century and of this. It touches on the

long, hegemonic shadow Western media has cast over the Asian landscape and the new role of Western paradigms in an Asian century. Through unstructured qualitative interviews with Western media educators in Asia and their students, the paper considers the position of a member of a colonialist culture in a post-colonialist society as a displaced “other”, and the issues of respect and resentment that can arise. It suggests that what may appear as an East/West divide is rather a divide between the relative value and relevance of experience against currency. Finally, the paper opens up discussion on how Asian teachers are finding an increasingly warm welcome in Western media schools, and their reception by students there.

‘New Media’ and ‘News Agenda’ in Africa: Implications for Journalism Training in Tanzania

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THE MEDIA ENVIRONMENT in Africa is changing more rapidly than ever. Media convergence, digitization, and miniaturization are creating education challenges hitherto unknown. Big questions include: one whether training offered by journalism schools is relevant to needs of a changing society. Two whether lecturers are prepared for the demands brought about by new media technologies. Three whether curricula are adequately address challenges born of a changing mediascape. The news media are emerging as ‘atypical news sources’ re-shaping the manner in which news is generated and produced. The implications are huge for governance and democracy. The new media - defined as communication vehicles using new technologies: blogs, chatrooms, short messages, online video and digital photography are changing ways in which information is accessed and disseminated. While the new media are the source of news about corruption and ineptitude, the mainstream media have become part of status quo. Reliance on institutional sources of news like press releases, press conferences, and speeches handicaps the mainstream media allowing only ‘politically correct news’ to filter into the public sphere. The African government’s leverage against the mainstream media is immense: advertising money, refusal to embed critical journalists in leaders entourages, tax harassments and threat of de-registration. Citizen journalists are immune to government pressure. Blogs are leading in breaking news way before the mainstream media. Most important stories making waves in Tanzania like Bank of Tanzania (BOT) External Arrears Account (EPA) leaking US \$ 135 million to phantom companies began life as electronic rumours in the new media. Bloggers have adopted motto like: “All you Wanted to Know but didn’t Know How and Where” or “We Dare Talk Openly.” More and more people have recourse to blogs for ‘real news.’

Yet journalism curricula have largely ignored the phenomenon of new media. Some of the challenges emanating from the changing mediascape include: Lecturers lacking of requisite skills to understand the new mass media realities, a technological lag between Africa and the west meaning that often technologies arrive in Africa when already obsolete in the countries of origin. The African academia is eternally trying to keep up rather than develop relevant indigenous technologies. Most journalism schools cannot afford state of art equipment as a result students end up in the market where skills they have are not up to the tasks required. There are structural problems such as a poorly developed ICT infrastructure, which makes it impossible for universities to get full benefit of information revolution. Finally the existing curricula are not designed to cater for the new media realities. The central objective of the study is to find out how the new media are changing news generation and production and whether journalism schools are adapting to the changes. No study has looked into

how journalism curricula adjust to the new media realities. This study seeks to fill the gap by looking whether journalism schools in Tanzania are addressing issues related to the new media. The main hypothesis is that journalism training is stuck in the analog mode while reality is increasingly becoming digital.

Teaching journalism in the Arab world: Gulf Cooperation Countries (GCC) as a case study

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THIS PAPER INVESTIGATES teaching journalism in six Arab countries, which are Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates (UAE). These countries were selected to be studied because of sharing on cultural, economical, and political characteristics.

Three parts will be analysed in this paper: the country context, the country’s journalism education, and the socialisation process in each country.

The second part investigates Journalism education currently provided (where, how long, curricula, language of teaching - Arabic or English – etc.), norms, values, ideology informing journalism education in these countries and the degree to which the actual media situation influences the teaching.

The last part of this paper analyses the concrete situation facing media workers in the some GCC news organizations, Mass Communication’s Program, views of media workers about media program in the selected universities.

The System of Training Journalist cadres in Karakalpakstan: Old and new methods

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THE REPUBLIC OF Karakalpakstan is a sovereign republic within the Republic of Uzbekistan. It has its own National Constitution, flag, anthem, and mother language. There is also a university that teaches in Karakalpak language. Furthermore, our nation has its specific national journalism. After Uzbekistan proclaimed its independence vast changes took place in many aspects of our life. Among them are the changes that took place in journalism of Karakalpakstan.

In 1991 the USSR collapsed and new states appeared into their places. So, their journalism appeared, too. The journalism department of the Republic of Karakalpakstan, which is in Uzbekistan, was established during those Soviet days in 1983. According to those days’ realities the journalism department was asked to prepare universal and/or regular journalists. The main reason for this was to train journalists who would work for the local Karakalpak media in Karakalpak language.

After Independence, a greater importance has been given to the training of professional journalists. According to the decree of the Ministers’ Council of Uzbekistan from 26 February 1999 entitled “To strengthen the system of training and re-training of journalist cadres” a new journalism department has been established in Karakalpak State University in April of 1999. In order to accomplish that decree a contest was organized to select professional lecturers of journalism among local people. Many practitioners and specialists of journalism have been invited to teach.

The role and place of journalists is vital in building a democratic statehood in Uzbekistan. Recently, censorship has been stated illegal however self-censorship of journalists still exists. It can

be seen in their lack of legal knowledge. For that reason, it is extremely important for karakalpak journalists to learn world expertise and to implement some of them in Uzbekistan.

Today there are more than 120 students studying there. The language of lecturing is Karakalpak. They are taught using the latest information technologies. Many other steps are being taken to make it even better.

In this context a new discipline – “Basics of Online journalism” had been added to the curriculum. Online journalism is a new channel of information exchange for the people of Karakalpakstan. However, there is a lack of qualified lecturers who know the internet. The only Karakalpak newspaper which has its website is “Erkin Qaraqalpaqstan” (Independent Karakalpakstan). What is more, some media do not have their own email addresses.

One of the latest news of journalism department is the founding of the Master’s Program in Sports Journalism. Due to the world standards the Karakalpak journalists are also specializing. If journalism was always considered as a universal profession, now we understand it should be specialized.

Also starting from 2006 year students were accepted to the newly opened Master’s Program in Advertising. We think that all of this makes it easier to manage the teaching process. All of the above mentioned reflections will help our faculty to specialize in one particular field of journalism and to carry out academic and pedagogical research.

The Journalists Trainees’ Attitudes towards the Journalism Profession in Turkey

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THE ATTITUDE TOWARDS journalism profession is very important in terms of the success of the journalism education. A detailed study which aims at establishing the attitude levels of the journalist trainees towards journalism profession hasn’t been carried out in Turkey yet. There isn’t also any measuring instrument developed directly to determine the attitudes of the journalist trainees towards journalism profession.

This research aimed to investigate the journalist trainees’ attitude levels towards the journalism and to determine whether or not their attitude levels towards journalism differ according to their gender, age, grade, type of graduated high school, manner of preference journalism profession, satisfaction in journalism program, and having a relative journalist or not. For this reason, this study sought to develop a Likert type scale which is valid and reliable in order to investigate the attitudes of the journalist trainees towards journalism. This scale is developed by making use of the method that finds inferences from the reactions given to a series of sentences or adjectives and interferences made in the subject of attitude measuring. The final form of the scale consists of two sections. The first part is the form related to the demographic and personal information. The second part includes 24 expressions related to the attitudes towards journalism profession on a 5-point Likert type scale consisting of 5 choices, from 1 representing ‘Strongly Disagree’ to 5 representing ‘Strongly Agree’.

Data were collected through ‘Attitude Scale towards the Journalism Profession’ (ASTJP). The study group of this research is composed of 295 journalist trainees attending journalism program at Faculty of Communication Sciences, in Anadolu University, at Communication Faculty in Istanbul University and Selçuk University, Turkey, in the 2007. However four questionnaires were kept out of the analysis due to the fact that they had not been filled out according to the instructions. The factor analysis was done in order to check the construct validity of the scale. A scale having 16 items consisting of two factors was developed as a result of the

factor analysis. Factors are attempted to be named considering the meanings items include. In the first factor there were 10 items and this factor was named as ‘Enjoying Journalism Profession’. The second factor named as ‘Denial of Journalism Profession’ consisted 6 items.

To determine the attitude levels of the journalist trainees towards journalism profession, One-Sample t-test was applied and it tested the difference between the expected total mean and the mean obtained from the ASTJP.

The findings obtained from the research shows that ASTJP is valid and reliable for the data obtained from the study group. Moreover, the findings of the research revealed that the journalist trainees’ attitude levels towards journalism were at high level and their attitude levels towards journalism were significantly associated with their age, grade, manner of preference journalism profession and satisfaction in journalism program. However, there were no significant relationships between the journalist trainees’ attitude levels towards journalism according to their gender, type of graduated high school, and having a relative journalist or not.

Television Journalism

Infotainment as ideology: the changing contours of TV news

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THIS PAPER WILL focus on the growing worldwide commercialism of broadcast journalism, as a result of privatization, deregulation and the opening up of new markets which has resulted in a shift from public-service to a ratings-conscious television news. The proliferation of all-news channels, broadcasting to a heterogeneous global audience and dependent on corporate advertising, the paper will argue, has encouraged a tendency among broadcasters to move away from a public-service news agenda - privileging information and education over the entertainment value of news - to a more market-led, ‘soft,’ version of news, with its emphasis on consumer journalism, sports and entertainment.

The second part of the paper will examine this phenomenon in the national context of rapid changes in broadcasting journalism in India, which with more than 40 news channels (unrivalled by any other country), has the world’s most linguistically diverse television news media. The paper will analyse how a market-driven news media has contributed to eroding of the public sphere in a Habermasian sense in the world’s largest democracy. This will be discussed with examples from Indian news channels, most of which are obsessed with a celebrity-driven news agenda in what the paper characterizes as the ‘Bollywoodization of television news’.

The paper, based on the author’s new book *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007), will explore the key implications of such trends for news agendas and editorial priorities, and, more broadly, for public media, arguing that infotainment is emerging as an ideology for justification of US-led free-market capitalism.

Sensationalism in a television news context: towards an index for comparative research

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AS A CONCEPT, SENSATIONALISM is very relevant to the field of journalism studies and political communication. There is abundant research stating that sensationalism is bad news for television news, especially when the level of information that reaches the audience, is concerned. Therefore, it is especially regrettable that the concept of sensationalism is used in so many different ways as we find it in the literature. Some scholars limit sensationalism to the thematic content of the newscast (hard news versus soft news - which are also very variable concepts), others take into account also/only formal characteristics (shot length, use of dramatic visuals and sound effects etc) and/or actor characteristics (use of vox pop, shrinking sound bytes). Obviously, this can cause confusion, since it is not sure that these different elements of sensationalism correlate in any way.

This paper wants to explore the possibilities of measuring sensationalism on these three domains (issues, form and actors), and targets to find out how strong the correlation is between them. We would like to find out how sensationalism on each of the three domains can be explained, and while doing that, we do not expect that they are all three equally influenced by the independent variables we chose. As independent variables, we selected variables on the level of the news cast (length of the news cast), on the level of the media system (three models of Hallin & Mancini, level of competition on the television news market), the level of the political system, the level of the news room (budget, amount of reporters) and the level of the journalist (gender, specialisation, experience).

The data for this paper come from a content analysis on a constructed period of 28 days in the December 2006 - April 2007 period, including the flagship newscasts of the main public channel and the largest commercial channel in 11 countries (United States, Canada, Germany, France, UK, Ireland, Belgium, the Netherlands, Norway, Italy and Turkey). All together, about 10, 000 newscasts will be included in this sample. At the time of submission of this abstract, the encoding is nearly done.

'Mad, bad, sad, 'other': multiculturalism in Australian television news'

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DURING THE ELEVEN years of John Howard's coalition government in Australia, multiculturalism became a term so discredited that it was eventually erased altogether from the vocabulary of the federal government. This was reflected in the change of name of the department dealing with ethnic affairs from the Department of Immigration and Multicultural and Indigenous Affairs to the Department of Immigration and Citizenship. The terms Australian and un-Australian became coded 'dog whistle' terms which divided the population into 'us' (the Anglo majority) and 'them' (the more recent and more ethnically and culturally diverse migrants). Wittingly or unwittingly this divide has been underscored by Australia's television news services.

This paper describes a 7-year longitudinal study of the content of Australia's television news. While there have been content analyses done before on the Australian print media this is the first time television news has been tracked in this way. The study encompasses three periods, the first in June 2001 which fortuitously captured the news environment before the news agendas

became dominated by global and local terrorism threats in the wake of 9/11. The next two studies, in 2005 and 2007, track the developments since then. The second study period was dominated by a domestic terrorism scare which showed how Australia replicated the trends seen in television news in the US and the UK with its demonising of the Muslim community and Islam. The third study reverted to a more 'routine' news agenda, but this only reveals more starkly the assumptions about difference and 'otherness' that are embedded in the storytelling conventions of television news. The analyses show a considerable gap between the Australia portrayed in our nightly news and the one we experience in our daily lives. Most strikingly the study reveals how 'Anglo' faces dominate, while other cultural and ethnic groups feature mostly in aberrant situations: as mad, bad, sad, or 'un-Australian'.

"Shooting to Kill" Impartiality, Language and Journalistic Practice on Swedish TV

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WHEN A REPORTER on Swedish public service television (SVT) in a respectable current affairs program stated that a policeman deliberately tried to kill a demonstrator during the so called Gothenburg riots that occurred in relation to the EU summit held in 2001, he was censured by the Swedish Broadcasting Commission. Was the statement false? No. The commission did not question the accuracy of the statement. So why was he censured? The commission meant that he was partial; he took a stand in a controversial question. And if accuracy collides with impartiality, it is more important to be impartial than to be accurate.

The objective of news and current affairs journalism is to make sense of complex events, which means analysing and interpreting them. But the rules governing most Western European broadcasting companies make that work extremely difficult. As in the example given above, careful, investigative journalistic work may be censured even though it portrays events in an accurate and meaningful way.

In this paper, I will address the question of how the rules of impartiality governing broadcasting companies shape the language of journalism (determine what can be said and what cannot be said) and I will look at the consequences of this matter for both journalistic professional practice and for the roles news and current affairs can play in the public sphere. My argument is that the notions of impartiality and objectivity as they are commonly interpreted in Western countries seriously undermine the possibilities for conducting meaningful journalistic work.

The question will be addressed from both a historical and a comparative perspective. The focus on objectivity is an invention of the late 19th century. Before then, news journalism was more literary and more subjective. In the paper I will both return to such older examples of a more literary and subjective news journalism and I will discuss contemporary versions of this alternative kind of news journalism, a news journalism that today is more commonly found in magazines and on the Internet than in newspapers and traditional TV broadcasts. I will also exemplify with case studies drawn from my personal experience of having worked as a Commissioner for the Swedish Broadcasting Commission for almost a decade. In so doing, I will deal with the problematic dichotomies of description/interpretation, objectivity/subjectivity and "news"/"views".

News factors of German TV news 1992 – 2007: Results from a content analysis

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BASED ON RECENT theoretical discussions on the construction of news events using news factors as criteria of journalistic selectivity, the current study conducted a quantitative content analysis on a sample of 3.600 news reports from eight German TV stations from the time period between 1992 and 2007. In our research report we analyze how the significance, the structure and the impact of the news factors have developed during the last 15 years. The design of the study makes it possible to follow the development of the structure of news factors and their explanatory power for formal news values, to compare the patterns of news selection between the public and the commercial TV stations in Germany, and to analyze the development of the specific news selection in the subject areas of international politics and non-political events. The subject of this paper is of special interest with regards to the conference topic as the news coverage plays an important role for the audience perception of international politics in the globalized world. Newscasts on TV, still the important news medium in Germany, influence if and how recipients perceive national and global political events, and the criteria of news selection and presentation have a significant impact on public opinion.

Our results show that news factors can be bundled to higher-order dimensions of journalistic selectivity and that most of the extracted dimensions are quite stable over the entire survey period and comparable for both public and private TV stations. Furthermore, news factors have a significant impact on the formal news value (i.e. length, placement of the reports and announcement of further broadcasts). According to our findings, in the dualized German TV system, first and foremost the criteria celebrities and visualization are stable criteria of journalistic selectivity for both groups of TV broadcasters and for the reporting on international as well as on non-political events. It will also be shown that the news factor 'visualization' today plays a unique role for the reporting about international crises. The feasibility to present visual material in these contexts not only influences the news value of an event but is a decisive factor for the news decision of journalists. As for many international crises visual material is very rare, especially meaningful pictures are repeated very often.

Looking at the results of this study from the perspective of whether or not the German public and private TV programs converge regarding the presentation of news items, it can be stated that in general the four – according to their market shares - most important German television stations evidently apply very similar selection criteria for their major news casts. These criteria are quite stable over the survey period from 1992 to 2007.

Timeliness as News Value: Looking at 50 years of concept and practice on Portuguese TV

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TIMELINESS AS 'SOCIAL present' (Gomis, 2000) is central to the understanding of both past and present-day journalistic activity. Either from a synchronic or diachronic perspective, timeliness is a challenging and highly intricate concept. Analysing the main news bulleting of the Portuguese Public Service operator, Telejornal (RTP 1), we intend to trace the historic evolution of the concept, the way(s) it has been perceived by professionals and how it has been materialized in news reporting over time.

In this paper, we will attempt to answer the following questions:

What timeliness actuality means? How has the concept been put to use over the last 50 years of public service TV news? Has timeliness as a news value been fundamentally impacted by technological change? How relevant, in comparison with other news values, has timeliness been up until today? We believe Telejornal is a prolific terrain to address timelessness in its multiple and inter-related dimensions.

Being the oldest programme in Portuguese television, Telejornal might be considered the single most important programme in the country. Broadcasted at 20h00, it has always been a centre piece in RTP's prime time programming strategy and its audiences have been steadily high even after the TV market was opened to competition in 1992. Therefore, given the centrality of Telejornal as a news source, it also necessarily incorporates the ever changing news values we intend to examine. In our study, we have analysed the Telejornal lines up of 1967 (during the Salazar authoritarian dictatorship), 1977 (post-revolutionary period), 1987 (time of democratic consolidation & public service television monopoly), 1997 (full competition from traditional supports and online media) and 2007 (most recent data available). Per year, we have analysed two weeks of March, two weeks of August and two weeks of October. Overall, the sample comprehends 150 programmes of 30 different weeks.

The TV news interview: prominence, dominance and fragmentation

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THE INTERVIEW HAS become the dominating form of talk and text production in the mass media (Ekström, Kroon and Nylund 2006: 9). The interview can be seen to be "part and parcel of our society and culture" (Gubrium and Holstein 2002: 11). Ekström, Kroon and Nylund (2006: 9–10) borrow Silverman's (1993) concept of an Interview Society and use it as a way to "understand the construction of news, the use of language and the power of journalism in contemporary society".

Despite the alleged prominence of the interview as a particular format and a journalistic method, and in its widest sense, its centrality for our sense-making in contemporary society, there is little empirical evidence to support the general claims made by these researchers. If, indeed, the interview is the most dominant form of talk and text production in the mass media, exactly how dominant is it? What various forms do the interviews take in a media environment full of technologically advanced tools? From a gender perspective, who is doing the interviewing and who is labelled to be interesting enough to be interviewed? Lurking behind these queries are the more general questions of what constitutes an interview in today's Western news media. If indeed its centrality in the news production can be proved, what communicative asymmetries and power relations can the news interview be said to reproduce in contemporary society? These are the main questions that will be discussed in this paper.

The news interview has been extensively researched by, not the least, Conversation Analysts (e.g. Heritage and Greatbatch 1991; Clayman 1992; Greatbatch 1992; Nylund 2000; Clayman och Heritage 2002; Hutchby 2006; Tolson 2006). In qualitative case-studies the question-answer format has been studied on a very detailed, micro-level of analysis. This work is of great significance to our understanding of the interview as interaction and has contributed with detailed knowledge on how interviews are constituted and conducted. However, within CA, the quantitative side of the use of the interview in various formats have not been researched. Nor has the use of fragments of interviews - single questions or sound bites that are cut out from interviews and inserted into other news contexts – and their relevance for our sense-making of politics as well as of journalism been studied in

CA research. Likewise, the gender aspect has been ignored in relation to communicative asymmetries that arise within the interview format.

The data analysed in this paper consists of news programming in TV and radio from Sweden and Great Britain from a number of channels (both public service and commercial ones) and was collected between 3 April – 4 June 2006. It is not meant to be a comparative study between two countries. The selection of data is made to increase its generalizability from a Western media point of view. This is a work-in-progress and therefore, the results that will be presented in the paper should be seen as preliminary.

Journalism's Differing Practices

The Swedish Model of State Subsidies of Newspapers into Crisis, Challenged by the Markets and the EU

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AFTER ALMOST FORTY years of functioning, the Swedish system of supporting the weak newspapers, for the sake of widening the diversity, has come into deep crisis. This paper has the aim of explaining the causes and discussing the probable effects of the challenges meeting the press subsidies system today.

In the end of the 1960's the Swedish press had still very much of a party press structure, different parliamentary parties having their own press voices, however not very equally distributed. The liberal press, being the oldest and most strongly supported by the advertising market, constituted the main share in circulation. Newspapers that spoke for the left party, the social democratic party, the center party and the right party were still around, but some of these were dying or already buried.

The state press subsidies system became effective in 1971, after a parliamentary decision where most of the parties were united - except the small liberal party, which did not need it. The main argument for the system was the widening of the political diversity within the press, a prime factor for the democracy to be sacred. Over the years, the typical economic range of the total state support per year has been about 50 million euros, meaning on the average ten per cent of the total income of a newspaper.

Through the 1990's the structure of the Swedish daily press has become de-party-politicized. Most of today's dailies promote themselves as 'independently liberal' or 'independently social democratic', etc. At the same time, newspapers have continued to die, although the press subsidies have effectively prevented a mass suicide. New free-of-charge newspapers have been established, challenging the old subscribed ones. Continuously, a more subjective and politicized style of reporting has blurred the old ideas of separating opinions from news.

Economically, the Swedish press has been very successful, not because of the press subsidies, but thanks to the subscription system, the wide circulation and the well distributed reading habits, and also due to the high degree of concentration. In most towns there is a local monopoly, while in less than twenty cities there is a duopoly established. So, economic losses are rare.

Over the last ten years, new tendencies are obvious. Mergers among local newspapers are making up regional monopolies, even across the ideological borders. New or old owners demand higher profit levels. Cost and employment are streamlined. The tabloid format is spread step by step, making reporting patterns streamlined. New digital technologies are implemented, and on-line versions are cannibalizing the newspaper print.

Now, the European Union is challenging the press subsidies system: it is said to restrict competition in the newspaper markets,

and so it should be abolished. But the probable effect will be more of press monopolies in Sweden, and less of press diversity.

The paper will be based on the good access of media statistics in Sweden, as well as on documents and content analyses. The point of departure is a two-folded concept of internal and external diversity.

Media Studies and Practices in North Africa

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THIS PAPER DISCUSSES the study of media in North Africa or the Maghreb region from a broader socio-cultural context and attempts to link it to different identities from Africa, Arab - Islamic and Mediterranean areas. It speaks against a purely westernised African media approach reliant on western theories and texts. The approach recognises that the mass media exist within countries that have special social and cultural particularities, influenced by existing political and economic systems. It is observed that North African countries seem to share common aims and values about democracy and media pluralism, although in different ways and at different speeds. The study of mass media in North Africa is intimately influenced by the rules and ideological orientations of political systems in the individual countries, thus, in Libya and Algeria, more nationalist and socialist principles have influenced academic and professional media work. Rhetorics of western media imperialism and cultural invasion are frequently used in such countries. Tunisia and Morocco have more liberal economic policies, although the two governments have continued to impose strict control over their universities and media institutions. Current worldwide debates about democracy, globalisation and digital technology have raised themes of media freedom and independence in the region. Media studies in North Africa now focus on a wide range of themes that were previously taboo. The focus on media imperialism and conspiracy theories has softened in favour of debates on democratic values and media pluralism. New media are throwing up fresh challenges for academics, media professionals and politicians in North Africa.

Reconsidering the Egyptian Media Pioneering Role: Is it a myth or a joke?

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EGYPT, HISTORICALLY, HAS depended on its own "soft power" to influence the Arab World and to convey concepts of modernism through general education, media education and media professionalism. Throughout the decades of the 1950's and the 1960's, Egypt had the state-of-the-art media that set norms for the Arab media. Beginning of the mid 1990's, this role has been challenged by the vigorous emerging media in the rich Gulf states which attracted the talented Arab media men and women especially from Lebanon. This media have laid down norms for new media education and professionalism that reached its peak with its sweeping media such as "AL-Jazeera" satellite channel that made the proposition of the "Leading Egyptian Media" seems as a myth or even as a joke.

The research paper explores the political and economic reasons behind the deteriorating role of the Egyptian media in the Arab World. Further, it investigates the global reasons behind the success of the new Gulf media with their Western-like and well-financed professional training centres that put a new ideal for media professionalism.

This proposition of a pioneering Egyptian media is only parroted nowadays by the corrupt political elite for internal consumption that contributes in formation of a chauvinist but illusory self-image, satirically by the Egyptian bloggers who mimic those crooked official media figures as well as critically by Egyptian and Arab media experts who consider that claim as a myth in our present time.

Other media experts consider the booming media in the Gulf do not make any of the Gulf states a new cultural pioneer in the Arab World because those media do not have a modern project for a political reform in the region as its main achievement is to add an artificial modern-like coat to the tribal societies in the Gulf. Only Egypt, with its historical weight, can lead the Arab media if its media support a project of real political and cultural transformation and managed to apply this reform first in Egypt. The paper traces that cultural debate.

Unfortunately, the political upheavals in Egypt as well as the dire economic facts make a peaceful change in Egypt as a remote scenario compared with the most-likely-to-happen explosive scenario with its unseen consequences.

Development Journalism Studies: Problems and Prospects

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DEVELOPMENT JOURNALISM IS largely based on a widely shared belief among its advocates and practitioners that journalism should and can play a key role in facilitating and fostering national development. Having been practiced for more than four decades in three continents, development journalism has generated diverse principles and practices. Ironically, such diversity has not been duly captured in journalism studies.

What has gone wrong with development journalism studies? A documentary research was conducted to analyze development journalism research articles generated by academic databases and other relevant documents generated by Google search. Results show that limited research is largely due to academic biases against development journalism. Other major problems include being medium and region specific, neglect of cultural and political aspects of development, lack of studies on effectiveness of development journalism, and the gap between what development is expected to be and do and what it actually is and does in society.

To promote development journalism research, one of the urgent tasks is to conceptualize fundamental components of development journalism and to build a set of theoretical constructs explaining different relationships and interactions among its components on the basis of its different practices in different cultures and countries.

This paper proposed a classification scheme to examine different principles and practices of development journalism and also a set of indicators of development journalism for further studies.

Mediatic dependence and cultural control as the consequences of the process of globalization of the communicative system. The critical perspective of *Le Monde diplomatique* within the international reference press

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ALONG THE LAST decades the management of the communicative and cultural system has turned into a central topic of public

debate. Since the middle of the nineties, the degree of interrelation among the communicative, political and cultural spheres has been remarkably intensified in the democratic systems, coinciding with the big structural transformations of these spheres that have implied the globalization. This is a decisive and complex topic socially, and in this case it's going to be approached from a strictly communicative perspective: in accordance with the main topic of the congress and with the specific objectives of this section, in this communication we try to analyse in a critical way the information processing received by the communication and cultural politics in the international reference press.

Specifically, this communication is centred on the case analysis of a media, *Le Monde diplomatique*, which presents a series of outstanding characteristics that justify its monographic study. Firstly, this media has turned along this period into a first-rate ideological reference in the contemporary critical thinking: it's a European root newspaper, highly consolidated in France, and which after a process of intense international expansion (1995-2007) has obtained an outstanding global importance (71 international editions and a print-run of 2.2 million copies per month). And secondly, in addition to its objective importance, it's a media that presents a very different qualitative view from the international sociopolitics, and specifically, from the topic of the communicative and cultural politics.

This way, in the communication two main areas of work are approached. In the first part, an exhaustive study of the thematic agenda of *Le Monde diplomatique* is made and qualitative data are presented about the importance and social definition of the analysed topic (main topics, actors, institutions, geographical ambits ...). And in the second part the main mechanisms of news frame of the topic are defined, from the qualitative study of key words and significant associations. The results reached reveal a coherent and constant communicative strategy by this media: the report of the contradictions generated by the neoliberal globalization (a planetary-scale division in the access to the media, the culture and the education) and the socio-political alternatives in the matter.

The development of this communication integrates within a wider working line which relates the theoretical perspective of the communicative studies of *framing* specifically the present perspective of authors, such as Mahler (2001), Scheufele and Tewksbury (2007), Van Gorp (2007), or Entman (2007), who propose the independence and complementarity of the theories of the *agenda-setting*, *priming* and *framing*. For the specific work of this research we have developed a methodology that integrates so many classical quantitative techniques of content analysis for the definition of the thematic agenda, as many analysis of the qualitative discourse for the identification and interpretation of the *framing* mechanisms.

The Ideological Formation in Turkish Newspapers: An Analyses of the News About Headscarf

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DISRESPECTFUL OF THE text, language use is always simultaneously constitutive of social identities, social relations and systems of knowledge and belief. In other words, any text makes its own small contribution to shaping these aspects of society and culture. In particular cases, one of the three might appear to be more important than the others, but in a sensible working assumption that all three are always going on to some degree.

Viewing language use as a social practice implies, first, that it is a mode of action, as linguistic philosophy and the study of pragmatics have recognized. It also implies that language is a socially and historically formed mode of action, in a dialectical relation-

ship with other facets of the social. What is meant by a dialectic relationship is that it is socially shaped as well as socially shaping or socially constitutive. Critical discourse analysis explores the tension between these two sides of language use, the socially shaped and socially constitutive.

Recent social theory has produced important insights into the social nature of language and how it functions in contemporary societies. In order to develop a form of discourse analysis which can contribute to social and cultural analysis, these insights with traditions of close textual analysis developed in linguistics and language studies should be combined in order to make them practically usable in analysis of specific cases. Critical discourse analysis is an attempt to learn from them and improve on them.

Media texts constitute sensitive indicators of socio-cultural change, therefore, they should be considered as valuable material for the researches on change. Changes in society and culture show themselves in their tentativeness, incompleteness and their contradictory nature in the heterogeneous and shifting discursive practices of the media.

The words and concepts used in news are formatted in accordance with the cultural and ideological structure of the news agency of the respective country. Apart from the dominant discourses, the way that the signs are stressed in these discourses are re-structured in news. The universal codes used for the narration of news as well as the way they are conveyed and the clichés form the news texts. Stating the views of the socially esteemed persons help define and also re-produce the dominant powers. The media cannot create the news topics independently, whereas reliable institutional sources draw attention to certain topics. Sociologically and politically significant events are conveyed with the messages suitable to the ideological structure of every culture as a producer. Therefore, the messages pertaining to the same event may display difference with regard to form and content. The purpose of this study is to analyze the front pages of two newspapers issued in Turkey, namely Cumhuriyet, displaying a leftist ideology and Yeni Safak, representing a reactionary attitude. The news appeared on the front pages of these newspapers will be studied according to Van Dijk's critical discourse analyses.

The way non-governmental organisations are represented in the Kyrgyz Press

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NONGOVERNMENTAL ORGANIZATIONS PLAY a very important role in a participatory democracy. Media's role and influence are very high in formation of civil society's ideas and its strength. Media plays an important role in democratic and open society. As media being an influential instrument in providing information flow for society, it takes an important task in formation of certain viewpoints and in changing of certain attitudes. This very feature of media has a very big importance for the most unprotected groups of society.

As Kyrgyzstan now is on the developing stage of democratization process, the purpose of this research is to see how NGOs are considered to be a tool of democratization by Kyrgyz press.

Analyzing how NGOs are represented by Kyrgyz press is very important in terms of consideration the development of democracy in Kyrgyzstan. Analyzing the extent, topics and how the NGOs are shown in Kyrgyz press is the main purpose of making this research. The extent and the way NGOs are represented in the press can give us an important point of how democracy is being developed in Kyrgyzstan.

In Kyrgyzstan, both Kyrgyz and Russian languages are used officially. National newspapers also function in two languages. In terms of ownership these newspapers can be divided as government and private. One of the newspapers that we took for analy-

ses is "Kyrgyz Tuusu". This is government newspaper in Kyrgyz language. It is published two times a week with circulation of 20 000.

Other government newspaper which was chosen for analyzing is "Slovo Kyrgyzstana" in Russian language with circulation of 7 000. Among private newspapers with highest circulation are two newspapers: "Vecherniy Bishek" and "Agym" – will also be analyzed. "Vecherniy Bishkek" is published 5 times a week. On Mondays, Tuesdays, Wednesdays and Thursdays it has a circulation 20 000 and on Fridays 60 000. "Agym" is being published in Kyrgyz language two times a week with circulation of 17 000. Daily analyses of newspapers mentioned above will cover the period from August 14th of 2007 till October 14th of 2007.

In this research, along with content analyses method, the discourse analyses method will be used in defining the way that NGOs employees' images are written about.

Panel: User participation in digital news: Cross-cultural studies of approaches by leading national news media

Panel Chair: Thorsten Quandt

PARTICIPATORY JOURNALISM IS one of the most dynamic concepts in the current debate about digital news. While some regard the (re)inclusion of the user in the publication process as a step toward a more democratic media system, others fear that user input will become a cheap alternative to professional journalism, adversely affect work routines and, eventually, lead to a loss of quality in digital news. However, empirical studies on the use and usefulness of participatory journalism are rare and somewhat inconclusive. It remains unclear whether leading digital news media really open up the production processes to user input, as they often claim, or whether this is just the latest internet hype - a "Journalism 2.0," in the same vein as the over-hyped "Web 2.0" phenomenon.

In a joint research project, our international research group analyzes participatory elements in digital news content, as well as underlying production processes. Applying both in-depth structural analyses of 18 online newspaper websites in ten countries (including several European countries, Israel and the USA) and guided interviews with roughly 50 professionals, the research presented here paints a rich picture of the current state of participatory journalism. Furthermore, by adding 'best practice' examples to the data presentation, we wish to make projections on future potential for more diverse user participation in online news media in an increasingly user-centered media environment. Finally, we specifically wish to begin a critical assessment of the usefulness of participation as a concept for the further development of professional journalism.

Participatory journalism and media evolution: Toward a theoretical framework

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IN MODERN SOCIETIES, professional journalism was the central means of observing and reporting events that were deemed to be relevant for the public. However, with increasingly segmented, hyper-complex societies, professional mass media face problems in adapting to the interests of a multitude of dynamically evolving

subgroups and at the same time upholding traditional professional standards.

Many observers see user participation as an appropriate tool for solving these problems: it reconnects journalism with the interests of societal groups. By challenging traditional power relations in media industry and professional journalism, user participation offers opportunities for a redefinition of media and journalism practices; media and various societal groups within new media might have the potential to become what James Carey called “conversational partners”, and even to become recognized partners in the production of news. The top-down, hierarchical communication model of ‘mass media’ and journalism seems to evolve into an ‘information hub’, dynamically linking members of society based on interests and context.

In a socio-historical theory framework, we describe this development as a step in a larger societal evolution process, from small communities to complex societies and finally to hyper-complex societies. However, this is an ongoing and unfinished process: Based on real-life examples and empirical studies, we show that the reintegration of users into public communication still remains partial today – in many so-called ‘participatory media’, it extends into various stages of the communication processes in only a very limited way.

Lots of participation or little playgrounds? A structural analysis of participatory features in international online newspaper sites

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IN A STRUCTURAL analysis of participatory features in 18 online news media (all of them the leading quality newspaper sites in their respective countries), our research team first determined the forms this phenomenon takes in eight European countries, the USA and Israel. We used a common coding scheme to identify participatory elements in the major news sites of these countries and assigned these elements to various stages of the journalistic production process: observation, selection, editing/writing, distribution, and interpretation.

Our findings reveal that most news organization still frame the users as commenters and audiences: The selection and writing/editing processes are mainly in the hands of the professionals. At the levels of distribution and interpretation of the news, we found a considerably increased number of participatory options. However, user-based interpretation (for example, in forum and comment sections) often seems to be nothing more than a ‘playground’ for user discussion with very little effect on the journalistic production process itself. Overall, we found that professional journalists still ‘guard the gate’.

Nevertheless, specific differences exist per country and per organization, as some media are more eager to explore user participation than others. Based on the analysis, we identify contextual factors that might explain these differences.

How to include users’ input – and how to ignore it! Findings from a comparative interview study of participatory journalism in international online news media

ZVI REICH
BEN GURION UNIVERSITY OF THE NEGEV, ISRAEL

BASED ON THE findings of the structural analysis, the research team developed an interview guide that focuses on strategies for

including users in the production process, effects of inclusion on journalistic practices, and ways in which journalists evaluate this development in regard to their profession. Drawing on information about the respective sites from the structural analysis, which highlights specific aspects of the individual media outlets, the interviews compare and contrast these with journalists’ perceptions of participatory journalism.

In the presentation, we will offer first findings from roughly 50 in-depth interviews with digital editors at various levels of authority within each news organization. We expect the interviews to reveal different strategies of inclusion, ranging from productive integration to a conscious exclusion of users from the journalistic process. Based on the interview data, we can identify the pros and cons of user participation as seen by journalists, with special attention to national and organizational variations.

Making user participation work: ‘Best practice’ case studies of successful experiments with participatory journalism

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DURING THE VARIOUS project phases, the research team discovered many examples of user participation. While some stages of the production processes seemed more open to user participation than others, there were examples of experiments with participatory elements in each stage. We anticipate our interviews will show that some of these elements were deemed successful by the journalists themselves, allowing us to identify best practice examples for ‘doing participatory journalism’. Therefore, one result of the research project is a highly practical one: These examples can serve as guideline for what can be realized, and what might be achieved by doing so.

With case studies from several countries, we wish to provide examples of the most promising possibilities to engage in participatory journalism. However, we will not only describe the ‘DOs’ of participatory journalism, but also the ‘DONTs’, as there are also some pitfalls when trying to include user input. For example, user input might hinder journalistic work processes, be too difficult to organize or too costly due to follow up, or be of a bad quality - and in some countries, it might also pose legal problems.

Journalism Practice

The Impact of Market Competition on Journalistic Performance

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RECENT THEORIZING, SUPPORTED by some empirical evidence, suggests that increased levels of media competition leads to lower levels of journalistic performance, contrary to the basic argument in economics that market competition always leads to positive outcomes. Particularly in emerging media markets, too many media outlets often are created because of the social and political value of media ownership. These media organizations then must compete for limited financial resources, resulting in an environment where journalists can be easily bribed, sensationalism will dominate, and media coverage will be imbalanced. In sum, the high levels of competition, called by some “hyper-competition,” will result not in improved journalism but in the opposite.

To test the expectation, the authors, in an initial phase of this project, conducted a secondary analysis of data gathered in 2004 by the International Research and Exchanges Board (IREX), a non-profit organization based in Washington, D.C. The data were for 20 countries in Europe and Eurasia. These countries were appropriate for a test of the hypothesis because media markets in many of them were highly competitive. The analysis showed evidence of a curvilinear relationship between competition and the quality of the journalistic product, with moderate competition leading to higher-quality journalism products and higher levels of competition leading to journalistic products that do not serve society well.

In this paper, this analysis is expanded to include data from 20 countries in Europe and Eurasia, 18 countries in North Africa and the Middle East, and 25 countries sub-Saharan African, gathered in 2006 and 2007. The paper once again focuses on the IREX measure of professional performance. These measures assess for each country whether journalistic reporting is fair, objective, and well sourced; whether journalists follow recognized and accepted ethical standards; whether journalists and editors practice self-censorship; whether pay levels for journalists and other media professionals are sufficiently high to discourage corruption; whether entertainment programming eclipses news and information programming; whether technical facilities and equipment for gathering, producing, and distributing news are modern and efficient, and whether quality niche reporting and programming such as investigative, economics or business, local, political reporting exist.

In the analysis, data on the media markets was obtained from a variety of sources. Gross Domestic Product also was used as a surrogate for the size of the advertising market. The GDP was divided by the total number of media outlets to provide a measure of market competition. In a highly competitive market, this ratio should be small compared to a market with a low level of competition.

The inclusion of data on a total of 63 countries, possible for the first time in 2006 and 2007, allows for a more complete test of the expected nonlinear relationship between market competition and journalistic performance. The amount of variability in market competition increased by the addition of the 43 new countries. In addition, the inclusion of the 63 countries allowed for a comparison of media markets that are more fragmented versus those where the media market is truly national in character.

Information, Identity, Commitment: Questioning Functions of the News Content in European Minority Language Media

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SUBJECT.

It is generally agreed upon that media and journalists are relevant contributors to the construction of the community and the nation, as well as to the consolidation of freedom. In this paper the authors analyze what journalists of European minority language media think their information content and their news organization's output give to their linguistic community in terms of information, identity and commitment, and beyond that, what they should be providing as well. Specifically, we asked journalists to report whether they perceive their news production is just strict information with no added meaning, or information that also contributes to the construction of identity as a nation, or information that is tied to an active commitment with the community.

THEORETICAL FRAMEWORK.

Functions of journalists and media are a matter of diverse conceptual fields. In our paper we take the approach of Herbert Hans (1979) who, in his quoted study, said journalists act as "constructors of nation and society" and as "managers of the symbolic arena". On the other hand, standard research on the professional functions of journalists (Johnstone et al. 1976, Weaver and Wilhoit 1986, 1996), have produced a set of seven roles: 1) Report news quickly; 2) Provide analysis; 3) Be a government watchdog; 4) Provide access for participation of public; 5) Provide entertainment; 6) Report accurately/objectively; and 7) Be a member of a journalist's organization. Those seven functions have been reduced to three role categories: Interpretive/ investigative, disseminator and adversarial journalist (Weaver and Wilhoit, 1986).

RELEVANCE.

The majority of studies on functions of journalism analyze mainstream media, that is, media of the majority languages. However, here we take a different path and examine the important though scarcely researched area of minority languages, where national identity construction and community commitment are frequently regarded as significant values. In this paper we survey journalists of ten European minority language communities: Basque, Catalan, Galician, Corsican, Breton, Frisian, Irish, Welsh, Scottish-Gaelic, and Sámi. They have a minimum degree of media development and sum a speaker population of more than ten million out of approximately thirty million inhabitants.

METHOD.

The findings reported in this paper are based on a survey of 230 journalists. The sample is adequately representative of an estimated population of 5,301 reporters. The authors travelled to the ten communities, visited the main minority media and conducted the survey via interviews and mail. It is part of a research project on "European Minority Languages Media: Reality, Development and Journalism".

RESULTS.

Findings will be given by community and at the European level, cross-tabulating with several variables: media type, ownership, and diffusion. A preliminary result indicates 60.0% of European minority language media journalists perceive they offer to the community information plus identity as a nation, 27.8% information plus commitment to the community, and only 7.0% evaluate their news output as strict information. These percentages seem to indicate that for most European minority language journalists their information and news organizations act also as constructors of national identity, a significant depart from mainstream media functions probably.

Conflicting professional obligations among government journalists in Ethiopia

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THIS PAPER IS an investigation into journalism cultures in three large media organizations in Ethiopia, all state-owned: Ethiopian Television, Ethiopian News Agency and The Ethiopian Herald. Through a series of in-depth interviews the researcher set forth to analyse how journalists coped with the possible conflict between being a professional journalist and working for a governmental media institution. The research suggests that even if the conflict is highly evident among the journalists, they tend to adopt pragmatic strategies to even out professional contradictions. Most journalists were found to negate any political affiliation and demonstrated identification with a wider journalistic community. One of the

foremost strategies to reconcile the professional conflict was found to be self-censorship; however, the motivation for applying self-censorship is complex. The study suggests social control of the newsroom as one theoretical explanation.

Blurring the boundaries: when talkback becomes news

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The relationship between talkback radio and journalism is complex and fluid. The two are divided by boundaries which seem clear to media practitioners but are indistinct, if not invisible, to the wider public. These boundaries are further blurred when talkback radio actually becomes part of the news as interpreted and reported by mainstream media outlets. This was the case in Australia during the race riots at Sydney's Cronulla beach in December, 2005.

This paper reports the findings of a study which examined newspaper reportage of talkback radio coverage of those riots. The study was conducted as part of the national Reporting Diversity project, funded by the Australian Government's Living in Harmony Program. The study examined coverage by selected newspapers of Sydney talkback radio's response to the riots. Content analysis provided a measure of the depth and range of the coverage, and discourse analysis provided a deeper examination of the language employed in this coverage.

The study found that claims that talk-back radio played a role in causing, influencing or escalating the violence at Cronulla were a constant thread in printed media reports throughout the period of investigation. The role of radio was first seriously raised the day after the riots by Muslim and Lebanese leaders, who argued that the violence was "bound to happen" because it had been whipped up by talkback radio hosts who had encouraged racial vilification throughout the previous week. By the following day, it was apparent that the print media considered the allegations about the incendiary effect of talkback radio to be big news, and a considerable number of articles on the topic followed. A central thread in this reportage was debate as to whether the primary responsibility of talkback radio was to uphold the freedom of speech of its listeners and callers, or to facilitate community harmony by disallowing or censoring racist comments. The study also concluded that talkback clearly influenced newspaper conceptions of "news" during the period under investigation.

The paper argues that talkback radio is of greater significance to journalism - and to the public sphere - than generally realised and that, in many ways, it functions as "an extra-party political leadership of whole sections of society" (Mickler, 2004). The paper concludes that the interplay between talkback radio and other media is more important than generally realised, and that more work is required if we are to "learn more about what talkback is, what it does, and for whom" (Turner, 2007).

Feast of feeling? How journalists perceive emotion in news

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EMOTION HAS GAINED more visibility in the public sphere. The process of emotionalisation is manifested in the increased appreciation of emotional expressions and reflexivity, in lessened constraints and changed norms regarding public emotional display, and in the rise of emotion-oriented media content. Moreover, the significance of emotions for the public sphere has increasingly

received attention in recent political and social theory and research.

The role of the news media, however, has not received adequate attention as an important site for production, management and sharing of emotions.

It is generally assumed that emotion gained more ground in the news sometime during the 1990s. However, whereas it is commonly understood that emotion and media entertainment are inextricably linked, the relationship between emotion and news journalism has been perceived as problematic. According to one critic, an 'over-indulgent feast of feeling' is replacing fact-based and informative news reporting. Thus, in journalism studies, emotions have mostly been researched in terms of their deviance from the ideals of the public sphere. This is partly because news journalism has traditionally defined its function as a provider of abstract information which contributes to rational, critical discussion. Moreover, journalistic quality has been defined in terms of objectivity and neutrality, implying the necessity to distance oneself emotionally.

The purpose of this study is to expand current understanding of the connection between news, emotion and public life. Based on analysis of in-depth interviews with journalists, editors and editors-in-chief working for the newsrooms of public and commercial broadcasters in Finland (YLE1, MTV3 and TV Four [Nelonen]) and in the Netherlands (NOS and RTL4), it examines the attitudes, values and dilemmas of journalism professionals regarding emotional expression in news. Thus, the discussion on emotion is carried on meta-level in that it is about reflections on emotions and assessing them in the context of journalistic work. Subsequently, this study compares the ways in which national and institutional contexts appear in the interpretations about the role of emotion in the news. Both Finland and The Netherlands have a strong public service tradition coexisting with new commercial channels. Journalists' notions of emotion and emotional style of news, created in daily practices and routines of news work (rather than in abstract reflection), is reflected against the interdisciplinary theoretical framework of emotion, media and public life.

The journalistic use of emotion in reporting conflict and trauma

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THIS PAPER ANALYSES British journalists' discourses about emotion in their work reporting conflict and trauma. I am researching the journalistic use of emotion in reporting conflict and trauma. My research to date includes a wide range of interviews with prominent British and American foreign correspondents, working in television and print.

There is an increasing debate about emotionality and objectivity in academia, science and popular culture. This paper investigates the influence of this debate inside foreign correspondent journalistic practice. Foreign correspondents typically have to report on cultures 'outside' their own personal experience, but often in personal, traumatic conditions.

Sociocultural theory has traditionally been confined to an essentialist view of the emotions as biological, deriving from individual brain function and personality. In fact, many such theorists have been happy to leave the study of emotion to psychologists. Postmodernist and feminist theories have challenged the 'dispassionate' approach to the study of emotion. Both theories hold that emotional experience is a conduit to knowledge, not a barrier to it. Emotional experience leads to insight into values, ethics and political action. Postmodernist and feminist theory challenge traditional 'intellectual' resistance to notions of personal experience and subjectivity.

The history of analysis of journalistic practice has moved

through a number of different paradigms and sets of assumptions since World War Two. The earliest research was mostly and essentially participant observation, of ethnographic nature, focussing on 'micro' elements, primarily editors' agency but not the agency of journalists themselves. However, academic media research on journalistic practice since 1945 has tended to focus on 'macro' constraints in which the role of the journalist is interpreted as instrumental, more passive than active. 'Micro' approaches have without exception, it seems, come to the conclusion that one journalist's practice differs very little from the next.

My research is an attempt to overcome the dualism of macro and micro approaches, of structure and agency, objectivity and subjectivity. It assumes that foreign correspondents are both producers of and products of socio-cultural and economic structure. In other words, it wants to interrogate correspondents' beliefs in whether their use of emotion is socio-culturally or economically constrained and to what extent do they think their use of emotion comes from within themselves.

This paper investigates the confluence of journalistic and academic discourses. Do they run alongside each other or contrary to one another? How coherent is journalistic discourse itself about the use of emotion reporting conflict and trauma? If there are different positionalities within journalistic discourse about the use of emotion, how are they constituted?

An Example of Bias? How Journalists Feel About the Use of Exemplars in their Reporting

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INTRODUCTION.

For about 15 years, the use of examples in the media and their impact upon the judgements of recipients is an important field in media effects research. Content analyses, on the one hand, show that there is a common pattern of media coverage: General claims about (social) phenomena are usually combined with the presentation of a few single cases which serve as illustration for the general issue. These so called examples presented by the media are frequently a biased selection of cases, consistent with the news report's focal contention and often selected due to their dramatic and emotional potential (Daschmann & Brosius 1999; Zillmann & Brosius 2000).

On the other hand, there is a large number of experiments (e.g. Zillmann et al. 1992, 1996; Daschmann 1992, 2001, 2007, 2008; Brosius & Bathelt 1994; Gibson & Zillmann 1993, 1994, 1998; Brosius 1995; Aust & Zillmann 1996; Perry & Gonzenbach 1997; Zillman & Gan 1996; Zillmann & Brosius 2000) which show that the number and type of examples in media coverage have a strong effect: Inferences concerning the frequency of the occurrences are usually influenced by the examples, whereas general information (e.g. statistical information) about the problem (so called base-rate information, Bar-Hillel 1980) usually is ignored. This exemplification effect has been confirmed under very different conditions.

RESEARCH QUESTIONS AND METHOD.

Like previous research has shown, particularly dramatic or unilaterally selected examples have strong and possibly undue influences on the judgments of readers, listeners or viewers. The question inevitably follows of how responsible and reflectively journalists work with this style device. Are they aware of the strong effect of exemplars? If so, do they use this instrument deliberately? If not, might they act too carelessly? To answer these questions, a survey was done among German journalists. The sample was representative for the journalists in the 136 different news

rooms of German newspapers. 195 questionnaires were completed.

RESULTS.

The results show that the awareness of German journalists on the necessary representativeness of examples and the reflectedness of their handling of this style needs improvement. The journalists surveyed disagree about the responsible and proper dealing with the selection of examples, and many of them consider the use of not representative and typical, but particularly dramatic examples, even at the risk of prejudice and drawing a distorted picture, to be perfectly valid. Such behaviour is more likely to be tolerated the more the reporting yields positive results. Furthermore, a majority believes that the more dramatic an example is, the more it deserves media attention. This rather careless perception does not, however, stem from a misapprehension of exemplars as a mere stylistic device with negligible effect. The majority is quite aware of the effect of examples on the audience, yet many are ready to present not representative or extreme examples. The willingness to deal with examples in an instrumental way depends on the professional motivation: The "missionary" type of Journalists which like to influence public opinion and to present their own political views are likely to deem the instrumentalization of exemplars far more than their colleagues - one can assume that this is also reflected in their own behaviour. The limitations of the study and the implications of the findings for education and quality in journalism are discussed.

Health, science & gender in journalism

Journalistic Hospital: the social order of health and illness

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HEALTH AND ILLNESS are one of the most popular themes in journalism. Health journalism is quite often understood as an information channel and a resource for health promotion. The starting point for this study is different: health and illnesses are constructed in journalism, not outside of it. Medical or health journalism is also considered as an institution of ill (health) and a part of the cultural entity of health and illnesses. Thus the order of health and illnesses is under struggle in journalism, too. In this study this power struggle is approached by a case study of a hospital constructed in newspaper texts.

The study is a quantitative and qualitative analysis of newspaper texts in one Finnish hospital district. The data includes 1189 stories published in Finnish newspapers in 1980-1998. There are three main themes in the stories: resources (30% of the stories), the management and economy (21%), and disease and care (14%). The main theme in the journalistic hospital is resources and their allocation. There are two controversial discourses in the journalistic hospital. On one hand the hospital is constructed as a competent actor in health care and, on the other, there is always a lack of resources necessary for good care. Thus the journalistic hospital has ongoing appeals to policymakers for more funding. There is no moment when the functioning of the hospital would not be threatened because of the lack of resources. But this is only tomorrow's risk, not today's, because the hospital is competent enough to provide good care in spite of the resource problems. The second theme is interlinked with the major theme, the management and economy of the hospital is a part of the resource allocation. The theme of disease and care is based on a biomed-

ical model of (ill) health. A disease is a danger and the hospital and its professionals are heroes fighting against it.

In the journalistic hospital the patient's position is marginal. In the news text there are very few patients as active actors. The role of the patient is to be an example of successful care, or evidence for the demand for more resources. The patients are mostly represented in pictures where they are voiceless objects lying on beds. Letters to the editor are an exception. Patients complain about unqualified care and other problems at the hospital and the hospital staff also answers the letters. Letters to the editor is a meeting point for the patients and the hospital. In the news texts no meetings of this kind between take place. Patienthood in the news text is constructed as paternalistic. Citizens are educated to behave as decent patients by the newspaper hospital.

The journalistic hospital produces the social order of health and illness. Firstly, the journalistic hospital puts diseases and their care in order. This order is only partly based on an order by biomedical disease. It is mostly rooted in both the cultural and political understandings of (ill) health. Secondly, the hospital orders citizens and their illnesses. There is both explicit and implicit advice to citizens to not question the authority of the hospital.

Dissed and Missed – disability in Swedish television

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IN THE SPRING of 2007 the department of Media and Communication Studies was approached by the Swedish Disability Federation (HSO) with a proposal to work with developing a tool for measuring the appearance of persons with disability in the Swedish Public Service Television. The task was to develop a tool which could be used by journalists and editors in the company of Sveriges Television (SVT). The first position necessary to take before the work could commence was to decide how to define what a disability is.

Within the context of the tool the following definitions were used:

Disability is an impairment of psychological, physical or anatomical nature caused by either disease or injury .

A *handicap* appears when the disability is causing significant adverse effects in everyday life between the person and the community.

The tool was developed with the intention that editors and journalists, the editorial staffs responsible for producing programs, would be the ones doing the measurements. A quantitative tool consisting of two main parts was constructed. The first part collected data on the programme the disabled person appeared in. The second part assembled data on the disabled actor performing in the program. The challenge was to construct a code book that would both be sharp and precise, while at the same time practical for the staff who would work with it. All in all, a code book consisting of 25 variables was constructed.

A pilot study was conducted during three weeks of the fall 2007. During the pilot study three different staffs of respectively a regional news programme, a weekly cultural magazine, and a youth show worked with the tool to test it and evaluate the working process of editorial staffs coding their own programs.

The conclusions that can be drawn from the pilot study show that there are several strengths of this method. It presents the opportunity to tap into the producers' background knowledge about the programs regarding invisible disabilities, since there is always the problem how to measure something that is invisible. By employing the knowledge of the editorial staff, people with invisible disabilities can be made visible to a greater extent. This is also important in the struggle to move away from the common view of the disabled as someone bound to a wheelchair.

There is also a strength that the staffs have to reflect upon their own productions. How do they portray disabilities? What kind of questions do the reporters ask disabled? When are disabled people included?

However, there are two main problems with this method. The first is the necessity to teach the staff (consisting mainly of editors and journalists) to critically reflect upon their own productions. The second problem is to construct procedures to perform the coding the without taking resources away from the daily routines of the company.

What was reported and who talked in the news? An analysis of news coverage of a medical dispute

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THE PATIENTS' CLAIMS of physician malpractice have been increasing in Taiwan in this decade. In addition, news coverage of the dispute about medical malpractice was often read in newspapers. The news is one of the important arenas where the different stakeholders wrestle with each other for speaking in the news to define the issues and problems. Thus, the power of accessing the news media and the ability to tell a story interesting to reporters to some extent decides whose opinions will be appeared in the news coverage. This study aimed to explore how patients who have less resources and skills in terms of attracting journalists made their stories reported? From this perspective, this study analyzed the news coverage of medical dispute to examine (1) in what ways that patients could have their stories reported in the news, and (2) who represented patients and the accused doctors, respectively, as news sources appeared in the news?

In this study we analyzed articles pertaining to patients claiming medical malpractice in five Taiwanese newspapers, three largest circulation daily newspapers and two most popular evening newspapers, from 2001 through 2004. 363 news articles related to patients claiming medical malpractice were included in the analysis.

The results indicated the most likely reported stories were coffin-lifting protest (29.2%), litigation (19.28%) and news conference held by patients (19.01%) followed by unspecific situation (18.46%), and police investigation (14.05%). It is highly likely that the coffin-lifting protests are very rare events among all medical disputes; however, it is the most reported story in the news. This result may indicate that patients and their family have to create the dramatic media strategies to attract media's attention in order to have their stories reported. For journalists the conflict events may have higher news value to be published; however, patients may not benefit from the kind of stories. New coverage of coffin-lifting protest incidents usually accentuate the conflict and emphasize tragedy which may blur the cruxes of medical dispute and construct the negative images of patients and their family.

In addition, news sources who represented patients were their family (72.12%), patients themselves (14.75%) and the legislators (13.14%); and the delegates of the accused physicians speaking in the news were public relation personnel (46.33%), physicians themselves (28.67%), hospital managers (22%) and others (3%). Unlike physicians/hospitals, patients/family lack the usual forms of organized media access, such as press conferences, press releases and public relations departments. It is highly possible that individual patients would find difficulty in having their voices heard in the news media. Therefore, using the dramatic action, such as coffin-lifting, or relying on the powerful persons (such as legislators) is an important means for patients/family to fight for speaking in the news.

In addition to the lawsuit criticized unjust, the media might be another approach which patients use to search for justice; how-

ever, the media may represent and reproduce the unbalance power relationship between doctors and patients. Further research need to explore the effects of interaction of journalists and news sources (hospitals, physicians and patients) on the news constructions.

Media, scientific divulgation and biopolitics: rhetoric strategies in scientific magazines

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NOUS VOULONS PROPOSER une lecture critique de la divulgation scientifique actuelle et, pour le faire, nous allons explorer surtout la production plus récente des revues considérées comme étant de divulgation scientifique (au Brésil nous avons entre autres Galileu, Superinteressante et l'édition brésilienne de Scientific American) ainsi que certains documentaires et quelques émissions de caractère similaire réalisées par les chaînes de câble TV.

Nous croyions pouvoir dessiner une cartographie composée de deux champs thématiques, différents et complémentaires, où nous essaierons de comprendre le contraste rhétorique et sémantique ainsi que l'effet y produit, soit-il l'effet du réel ou l'effet sur le réel ; à savoir : d'un côté nous ferions l'analyse des textes publiés sur les biotechnologies qui soutiennent la promesse d'expansion de la vie jusqu'au voisinage de l'immortalité ; de l'autre, les reportages consacrés à l'environnement, surtout celles rapportées à la montée de la température globale qui nous menace avec la mort de toute l'espèce humaine.

Nous trouvons rencontrer dans ce mouvement une inversion du projet moderne, compris à partir des analyses faites par Michel Foucault et suivies par beaucoup de théoriciens tels que Nicholas Rose, Hubert Dreyfuss, Robert Castel et Gilles Deleuze, comme étant celui centré sur la biopolitique où le contrat social offrirait la protection à la population, c'est à dire au collectif, à la société, à l'humanité, le pouvoir devant générer la vie et sa reproduction, tandis que l'individu, radicalement fini, mortel et limité, était le lien fragile.

Notre hypothèse présente une nouvelle supposition : celle que les rapports contemporains entre les moyens de communication et la divulgation scientifique semblent être en train de élaborer un nouveau narcissisme techno-scientifique.

L'individu riche, bien informé et conscient de son corps et de sa propre santé, suivant les règles et respectant tous les facteurs de risque aura une vie longue et de bonne qualité ; mais là nous dévoilons le premier aspect de l'accord entre les média, la divulgation scientifique et la biopolitique ; ayant été informé, l'individu est alors le responsable des conditions de son futur et nous assistons à une décollectivisation du risque.

Dans le sens inverse, l'individu presque immortel est menacé par des reportages qui ont l'altérité comme noyau de signification, soit elle la violence des grands métropoles, soit le terrorisme qui oblige à voir l'autre, soit la nature et ses catastrophes comme le Tsunami, le Katrina, le réchauffement du planète ; là les média offrent crise et catastrophisme semblant ignorer que les phénomènes sont naturelles mais leurs effets et leurs conséquences nous parlent plutôt des catastrophes sociales ou politiques, ce qui n'apparaît jamais dans les textes.

Enfin nous considérons important rappeler que, non seulement notre rationalité et nos projets sont affectés par le différents média, mais aussi notre imagination culturelle, individuel et collective, donc l'influence exercée par la divulgation scientifique est beaucoup plus complexe que les schémas théoriques auxquelles nous sommes habitués.

Fashion journalism. Themes, aspects and journalistic genres

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THIS PAPER ANALYZES the coverage of fashion in press. It is based on the Frame Theory that accentuates the importance and intensity that the press gives to certain subjects and how that definition influences the way in which individuals think about it. Maxwell McCombs says that when the media pays attention to certain aspects, sacrificing others, and when it suggests certain solutions or answers in place of others as well, this has a major influence in the ways people think about these subjects (McCombs and Evatt, 1995:31).

David Entmann and Eric Goffman contribute to the matter by saying that the particular definition of a subject, the selection of some aspects of the apparent reality, the administration of the keys to understand them and the frame of the narrator in one or another section favours different social readings.

Fashion communication is a cultural, social and industrial form of expression. It also acts as a producer of diverse messages. As a cultural expression, it rides close to the imitation of a specific model, even in its mass oriented levels. As a social expression, it helps to understand the present. George Simmel mentioned the impatient present; know where we are headed, what the tendencies are and what differentiates a mini collection from another. As an industrial expression, it helps guide the production and commercial side of fashion.

This article analyzes the fashion sections of *The Financial Times*, *The Guardian*, *The New York Times*, *The Washington Post*, *El País*, *El Mundo* and *La Nación*. The information obtained will allow a comparative study of what subjects are taken in consideration by each newspaper and what aspects of fashion communicate with one or the other. It will also analyze the formal treatment that information tends to receive and how this affects the sources and the readers

Creating and Upholding Gendered Journalism Cultures

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IN THIS PAPER, BASED on three studies I conducted between 1989 and 2002, I intend to analyse Swedish and British journalism cultures during the 1990s. *My first argument* is that a fruitful understanding of journalism comes at the crossroads between the theoretical fields of sociology of journalism, sociology of culture and feminism. I will present useful theoretical concepts to the study of journalism: journalism culture, social field and *doxa* (concepts borrowed from Pierre Bourdieu) and strategies and tactics (concepts borrowed from Michel de Certeau). Based on those I will present two further arguments.

The second argument is that, by using Bourdieu's field-theory, characteristics of fields of journalism appear clearly, and thus makes possible a better understanding of journalism. I will show how the British journalism culture is centred on *the hunt for the Truth*, an idealised working-class hero, and the Pub. The Swedish journalism culture is focussed on critical analysis, ethics, and education, the latter both concerning educating the audience and journalism education.

My third argument is that with the help of a feminist appropriation of Bourdieu's theories, the truly gendered nature of the journalism cultures is revealed. I will show how the gendered cultures of British and Swedish journalism are created and upheld. Despite differences in characteristics there are fundamental similarities in these cultures. The *doxas*, albeit different in the two cultures,

share the logic of their construction. The doxas are built on an essentialist and dichotomised perception of masculinity and femininity. This has consequences for the very nature of what is journalism, and the conditions under which journalists work.

To protect its position, the dominating (or powerful) groups on the field of journalism use a number of strategies. These include exclusion through social networks, the construction of a journalism education that is both exclusive (excluding) and serves the purpose of reconstructing the *doxa*, and the use of symbolic violence (eg. sexual harassment, slander, passive aggressiveness). To fight for a place in journalism, and to remain there, dominated (powerless) groups tend to answer to the various strategies by the use of flexible tactics. These include becoming *one of the boys*, *one of the girls*, *a sexy marionette*, or *flight*. I discuss how these have been used, particularly in relation to journalism education and to symbolic violence. The gendered logic of the fields of journalism in Sweden and Britain is furthermore shown in that the dominating group consists mainly of white, protestant men, whereas the dominated group consists mainly, but not solely, of white, middle class women.

The paper's concluding argument is that in order to remain in power the dominating group needs change strategies to keep the field stable, whereas, in order to remain within the field of journalism at all, dominated group members need to use a number of tactics during their career.

Changing values? Male and female conceptions of journalism ideals

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DURING THE LAST fifteen years journalism has undergone a change in terms of feminization in the western countries. Recent developments shows us that feminine realms of experience have received more attention, women public space has expanded in journalism – one example is that women's issues and soft news are given more space in the media. While some researchers have argued that the increased number of female journalists has had an impact on what is today in western news rooms considered as news worthy, in the sense that the news agenda has "widened", others discusses the feminization of content as driven by market forces - more specifically as a consequence of commercial concerns about the loss of audience shares.

In both perspectives however the basic assumption is that journalism has developed as a masculine field with specific values and standards that better accord with masculinity than femininity. In this paper we intend to examine the gendered nature of certain ideals/values in journalism. We do so by looking at how journalists define their own "role" in society and the question is whether these conceptions are gendered on an empirical level. Furthermore we analyze how these central values have changed during the past 15 years and the question here is whether journalism as a profession is more or less homogenous in the years 2005 and especially when it comes to gender.

Empirically the paper draws on two national surveys from 1989 and 2005 with a representative sample of Swedish journalists and a rather unique possibility to analyze changes within journalism culture over time and the gendered nature of them.

Citizen Journalism

The professional and the amateur - remarks on the changing nature of the journalistic field

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WHEN DISCUSSIONS EMERGE about who is and who is not a journalist, it is worthy to note that, from an historical point of view, the frontiers of the job have not always been very rigid (Ruellan, 2007), even if the process is not the same in each country or region of the world.

As Internet self-edition applications became more and more used by empowered citizens, new kinds of contents (new approaches, new formats) have been disseminated and new actors have emerged in the public arena.

This thrust happened in tandem with a deep challenge to 'professional' journalism, accused of growing market-driven bias, shadowed by serious misconduct cases in different well-known media, and griped by an increasing dependence on releases from organized news sources.

At the same time, different authors and militants have been questioning the unbalanced communication model underlying the mainstream news media, favouring a more 'conversational' and interactive one (Anderson et al. 1994; Rosen, 2004). Alternative media, user-generated content, crowd-sourcing, are, in this framework, more than activist buzzwords and should be read as both a cultural phenomenon and signs of change. After several years of adopter's enthusiasm or journalists' refusal, it seems necessary to check the consistency of the arguments and to assess what is enduring and what is mere froth as far as journalism principles and practices are concerned. It is further relevant to assess the effects such a process is having on the (re)definition of professional identity.

It is what we are proposing in this paper. Herein we analyze more than 280 pieces (news, commentaries, columns etc.) published by the press, news sites and blogs between January and December 2007, concerning "citizen journalism". There are some topics that deserve to be retained and discussed in depth. We would like to propose a framework upon which it would be possible to observe the tense dialogue between distinct readings of the same events/reality and the emergence of the ethical dimension as a key topic for professionals and for amateurs.

Tabloidization goes online? A comparison of user-generated content provision on online newspaper sites in the UK and Sweden

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IN THIS PAPER, WE present the results of a study of the online provisions of major broadsheet and tabloid newspapers in the UK and Sweden, with specific reference to the reader-media relationships embedded in these newspaper websites. This study draws together two interrelated strands of research – the study of online mediation as a tool for democratization and citizen participation, and the study of media tabloidization, i.e. that all news media content is held to become more tabloid-like (simplified, personalized, sensationalized and emotionalized). Not just the tabloids are tabloid anymore; *tabloid characteristics* are held to be spreading across the media spectrum. We want to examine both these

research areas critically in order to assess the democratizing potential of tabloid and non-tabloid media online.

The involvement of user-citizens in public life through the media, variously described by terms such as *interactivity*, *user-generated content* or *citizen journalism*, is frequently held up as a desirable, democracy-enhancing development. Tabloidization, in contrast, is normally viewed as at best a nuisance and at worst a development with seriously debilitating effects on democracy. However, a number of scholars have demonstrated that tabloids always have had (and indeed still have) a more direct relationship, as well as a more direct mode of audience address than broadsheets - both elements that carry at least the possibility to enhance democracy. We see a potential contradiction here: user/audience-involvement is "good", whereas tabloidization (which has user/audience-involvement as one of its key elements) is "bad". In order to escape this simplified normative duality we wish to examine exactly how this user/audience involvement takes place, what forms it takes, and study whether there are differences in how traditionally broadsheet newspapers and traditionally tabloid newspapers address and involve their audiences.

We use the term *media-audience relationship* to conceptualise the links between democratization and tabloidization. Our study examines how and in what ways the online versions of the major broadsheets and tabloids in the UK and Sweden 'make room' for the audience, and analyses the democratic potential of existing online provisions for audience involvement. We study three levels of media-audience relationship: *address* (i.e. how audiences are 'spoken to' through the use of specific online features), *involvement* (i.e. getting audiences to respond to material produced by the media organization) and *production* (i.e. getting audiences to actually produce different kinds of media material).

The results of our study indicate that *polarization* rather than tabloidization is taking place, i.e. tabloid readers are invited to produce tabloid-style content whereas broadsheets focus more on inviting readers to participate in debates on current events - and neither invite readers to produce actual news to any great extent. The study suggests that scholars must rethink the tabloidization debate in the online context, since media-reader relations in the examined online newspapers extend well beyond traditional journalistic content. We also suggest that the concepts of *user-generated content* and *interactivity* say little about the nature and character of media-audience relations and should be replaced by a more sophisticated taxonomy that takes issues of power and influence into account.

Arab Citizen Journalism Shaped by Technology Creates a Challenge to Mainstream Media, Authorities and Media Laws

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CITIZENS OF THE Arab world have harnessed new technologies ranging from online news sites, blogs, vblogs, YouTube, podcasts to SMS text messages, mobile phone web publishing, DVD's and facebook groups to produce and disseminate their journalism faster than government can control, regulate or censor it.

Similar to their western counterparts, citizen journalism enthusiasts fueled by the new communication revolution, both technologically and philosophically have chipped into government media hegemony and private media powers, causing deeply seated fear of their empowerment.

Taking advantage of a plethora of these innovative technologies and open source tools to become reporters and activist, many Arabs both intentionally and unintentionally, have provided significant reports, analysis and commentaries and mobilization for causes when mainstream media has been absent. Often their

product has had powerful implications, sometimes of national importance, not only confronting mainstream media and authorities for their defenses, but also challenging existing press laws and legal boundaries.

This paper presents a qualitative assessment of citizen journalism and activism efforts throughout the region in the last few years by shedding light on the technologies accessed and used and the results of specific efforts. Using technology determinism theories to frame this empowerment, this paper will examine the unique qualities of these technologies that allow for an environment of *carte blanche* communication expressions, mobilization, and citizen story telling bringing more democracy and civic engagement to the region.

The paper will investigate various prominent examples of citizen journalism including the promotion of Berber nationalism in North Africa, the highlighting of incidents of sexual harassment in Egypt, the politicized messages promoting Lebanon's Cedar revolution, the mobilization of people by the Kefaya movement in Egypt, the dissent of the younger members of the Muslim Brotherhood via new technologies, monitoring of feminists actions in Saudi Arabia, the liberals who advocate for more personal freedoms, the Arab socialism revivalists via e-groups, the female Arab Christian thinkers, the atheists, the critics of the Bahraini rulers, the Darfur video bloggers and the formation of royalists facebook groups in Egypt.

As the people engaged in citizens media become more involved in transforming the way information is gathered and is disseminated, which has served not only to create more information and shift the balance of power away from traditional sources, they are also giving the opportunity for those voices that had never been heard and those voices that have converged in opposition to oppression in the Arab world to be heard outside of their confinements. This has triggered an often fierce reaction by security apparatuses in the region. For this reason, the paper will also survey the region for current laws and methods used to govern those nationals who do choose to join the growing number of global citizen journalists.

Citizen Journalism: what practice tells us

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ONE OF THE most fruitful spheres to study the nature of the rising phenomenon of citizen journalism are OhmyNews-type organizations, in which ordinary citizen publish news items regularly under the supervision of mainstream editors. Unlike mainstream media, where journalists try to minimize the involvement of ordinary citizens in order to protect their exclusive jurisdiction over news production, here they encourage citizens to maximize it and make the most of their competence as producers of news.

The suggested paper reports a study of a Jerusalem-based, national, citizen news website, whose institution and operation are inspired by its' South Korean role model, compared to the three leading national Israeli news websites. The different organizations were studied concomitantly, using a mix of methods, including a series of reconstruction interviews, in which the formation and characteristics of a sample of citizen items (N=208) and mainstream items (N=290) were detailed by the corresponding reporters who authored them. The study focuses on the day-to-day practices of citizen reporters examining them in an in-depth manner, to include the ways in which they avail themselves of sources and produce original news items. The paper suggests a round-about version of the "news access" theory, whereby citizen journalists are hindered by their inferior access to news sources, unlike mainstream journalism, where the problem is the superior

access of some of their sources to extensive and favoured coverage. There are several symptoms for citizen reporters' limited news access: their modest use of human sources; the high proportion of one-source items; their reluctance to interactively negotiate versions with sources; and the absence of established relations with most of their sources. Therefore, citizen reporters' associations with sources tend to be ad hoc exchanges, rather than long-term role relationships. On the other hand, citizen reporters have adopted several mechanisms that help them make up for their comparably limited access. For example, they are much more likely to pursue stories at their own initiative. In addition, they tend to predicate their stories on firsthand witnessing, technical sources (mainly internet), personal acquaintances, and on their own experience. While mainstream editors tend to question the motivations and trustworthiness of their reporters' news sources, citizen editors shift their point of mistrust to their reporters, who lack the professional status and the cumulative reputation of mainstream reporters. The reporters, on their turn, tend to perceive their sources as much more trustworthy than their mainstream counterparts. Hence, they cross-verify only 30% of their stories compared to 46% in mainstream news websites. The paper discusses the sociological and political ramifications of these findings, and suggests where citizen journalism can be improved in order to serve as a more effective complementary to the mainstream news industry.

Old Wine in New Bottles: A Case Study on Prospects for Community Journalism in Moldova

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THIS CASE STUDY grew out of seven months in 2006 that the author spent helping the Independent Journalism Centre in Chisinau set up the first professional journalism training program in Moldova, a country that was part of the Soviet Union and has no tradition of a free or independent press. The Advanced School of Journalism in Chisinau, a master's level program, began teaching its first students in September 2006. The author's activities included training Moldovan instructors and teaching some modules in the curriculum, including basic reporting and journalism ethics.

The author helped set up a curriculum that is similar to that taught in a professional master's course in Europe or the United States. But the students often expressed doubts that what they were learning would ever be relevant to the kind of journalism they would be able to do in Moldova, where the news media with the widest reach are controlled by the government. Then the concept of "community journalism," which has deep roots in Western societies, was introduced.

Community journalism is intensely local and focused on serving its readers or audience members (although elements of community journalism can be incorporated into news media on larger scales as well). In that way, it incorporates principles of civic journalism. Initially, students found it strange to focus their reporting on the ideas of ordinary people because their society still includes many authoritarian aspects. Once they did, however, they discovered that this type of journalism could easily fit into Moldovan society, and they became newly optimistic. The case study focuses on these experiences, which led the author to these conclusions in assessing community journalism's potential for developing nations:

(1) As a kind of journalism that respects the ideas and values that bubble up from the community, community journalism may be more adaptable for developing nations than other Western news media models.

(2) Because community journalism is interactive and responsive, it builds a feeling of trust and ownership in its readers and audiences - a feeling that is sorely lacking among media audiences in Moldova and other developing nations.

(3) The scale of community journalism makes it easy for it to adopt new technologies. So convergence can be easily taught while teaching community journalism, and convergence can be very useful in places where the usual distribution and printing methods are not practical.

(4) Community journalism covers local schools thoroughly, and can be used to foster high school journalism programs, further rooting good journalism in the society.

(5) One of the most important benefits community journalism can bring to a developing nation is a focus on new, sustainable business models. Community news media outlets have often found associated revenue streams to help support their journalism, and such approaches hold great promise for developing areas.

Inducing journalistic values from grass-root level discourse on journalism: An explorative analysis of user comment replies posted on online news articles

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BASED ON THE perspective that the excellence in journalism can be realized on the condition that the journalistic practice reflects the collective demands and expectations of ordinary news users, this paper aims to empirically investigate the grass-root-level discourse on journalism, which may not be necessarily identical to what the "experts" think and say. Even though the change of news delivery systems have made it possible to explore the detailed criteria which news users use to evaluate news articles, they have been given relatively little attention. In this regard, the following study focuses on finding (1) the concepts and the specific points which ordinary news users utilize to judge news articles and (2) the differences between the user level discourse and the expert level discourse in conceiving what constitutes journalistic values.

The data were gathered from two content analyses of (1) user comments (replies) posted on Korean online news articles, (2) and media review articles that journalists or journalism scholars contributed to Korean press review journals. We randomly selected 280 news articles and the corresponding 2177 user comments. We also have selected 32 journalism review articles from a media review journal. The categories used in the content analysis were *inductively* created by breaking down formerly selected 260 user comments into specific points that each user comment addressed to discuss (mostly criticize) the corresponding news article. We identified 81 repeatedly raised points and classified those points into 19 general arguments, which indicate 7 journalistic values; 'quality of writing', 'validity', 'news values', 'quantity and quality of information', 'truth', 'fairness', 'responsibility.'

We compared those journalistic values in terms of (1) frequency, (2) extensity, and (3) intensity of user demand. To do this, we studied (1) the frequency that points addressing to each journalistic value are mentioned in the entire sample comments, (2) the portion of news articles judged in terms of each value, and (3) the extent to which criticisms concerning each value are *repeatedly* raised to certain articles. Analyses show that (1) journalistic values concerning 'fairness', 'information', 'writing' are most frequently mentioned in user comments, whereas (2) relatively many news articles are criticized for their deficiency in 'information' or 'writing.' Meanwhile (3) 'fairness' is found to be the most strongly

required value, and 'truth' and 'validity' are also repeatedly raised to certain articles.

Additionally, we examined the correlation among the frequencies of demand for each journalistic value and the affects of news topic (as such national, business, international, sports, etc) and news provider (as such whether it is solely Internet-based, etc) types on the probability that a news article is criticized based on a specific journalistic value. The correlation shows several strong relations, for instance, between 'truth' and 'fairness,' indicating that a news article criticized for distortion is likely to be also blamed for unfairness. The qui-square tests empirically verify the influence of news topic and provider types. These results will be discussed in relation with the findings drawn from the analysis of the "expert" level discourse.

Practices in the field of regional journalism: Examining the future of the news

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NEW COMMUNICATION TECHNOLOGIES present several challenges to the role of the journalist in society. The functions of inquiry, observation, research, editing, and writing have had to adapt to the vast array of information available on-line, digital video footage, wire photos, amateur pictures taken with camera-enabled cell phones or digital cameras, the blogosphere, as well as the speed of 24/7 cable news. The Leverhulme funded 'Spaces of News' research project examines the way in which the processes and nature of news have responded to this new technological mediascape. In this paper, I will discuss the ways in which the practices of regional and local journalists in England have been reconfigured by technological, economic and social changes. The paper reports the results of in-depth interviews with different actors working in regional journalism. The interviewees include editors, managers, and reporters from newspaper, television and radio journalism. The interviews are complemented with data gathered through small scale ethnographies.

This in-depth analysis is guided by Bourdieu's concept of 'field' and as such is "concerned with how macrostructures are linked to organizational routines and journalistic practices" (Benson & Neveu, 2005: 9). It looks at the position of local and regional journalism in society, its position in the field of different media outlets, its organizational structure (including the structure of income) and its journalistic practices. The paper will focus on the journalistic practices of local and regional journalism and pay special attention to the role of technology. In view of the increasing importance of new technology in the production of news, this paper will seek to address the questions: What is the practice of regional journalism? How do regional journalists view the current and future position of regional journalism in the broader field of news journalism? What can this tell us about issues concerned with new media, journalism and democracy?

The paper aims to provide insight into current as well as future developments in news journalism in the frequently overlooked domain of local and regional journalism. What are current opportunities for, and threats to regional journalism, and how do editors, managers and reporters respond to them? How do newsmakers view and appropriate so-called 'citizen journalism'? Do they incorporate or resist pressures from outside the field -commercial pressures as well as the pressure from national and other regional press? How do changes and pressures from outside inform the everyday practice of journalists? Conboy (2004: 224) argues that if journalism wants to survive, it has to "assert a specific location within this media sphere, demonstrate that it can deliver a particular form of service to the public, however fragmented and commodified that public might become". This paper examines empirically what this new location might be as well as what specific serv-

ice regional journalism attempts to provide in the context of an ever increasing multimedia competition for audiences.

Diversity & Convergence in Journalism

The Historical and Ideological Contexts Of Australian Journalism And Diversity Research

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THIS PAPER PRESENTS a historiography of academic writing about journalism and cultural diversity. It demonstrates the way in which journalism research has followed shifts in reporting practice, ideology and media technologies.

The data for this analysis is drawn from a bibliographical database developed as part of an Australian government-funded, project called 'Reporting Diversity' (www.reportingdiversity.org.au). This cross-institutional project explored several dimensions of the Australian media's coverage of multiculturalism and developed tertiary education resources for journalism courses designed to enhance students' appreciation for the need for ethical and sensitive reporting of issues pertaining to cultural diversity. The online database contains over 300 entries focussed primarily on Australian research or research relevant to Australian journalism practice and journalism education. The database has been used by journalism academics and students researching the media's coverage of cultural diversity and it also has potential as a tool for journalists reporting on these issues who are seeking to enhance their practice with theoretical knowledge.

By employing historical research methodologies, this paper offers both a chronology of the accumulated texts and a story about the themes as they unfolded in response to media trends and changes in government policies on multiculturalism and cultural diversity. The database is analysed along several thematic lines, revealing the shifts and trends of journalism and diversity research in Australia across time. We identify and briefly discuss the international intellectual roots of research on journalism and cultural diversity then nominate 'key thinkers' in the Australian context and contemporary researchers in the field. Academic researchers have brought diverse theoretical and methodological traditions to this area of study, from early content analyses and survey research, through critical media theory and ideology, structuralist studies of media institutions, racism studies, ethnography and participatory action research. The paper concludes that racism remains the over-arching theoretical prism through which studies of journalistic reporting of racism and racist reporting are understood.

Some of the key themes identified in this research include: an early focus on post-war European and Asian immigrants; the introduction of a government-sponsored program of multiculturalism in the 1970s which provided both a discourse and a source of funding for academic researchers (Putnis 1986); and the 1990s emphasis on Indigenous reconciliation and rights, which generated research into the embedded nature of racism in journalism practice. The election of the racist independent politician, Pauline Hanson, to the Australian parliament in 1996 was a key moment generating substantial research of racist reporting, reporting on racism and systemic Australian racism. The September 11 attacks provided another flashpoint and a sharp emphasis on journalistic coverage of international terrorism and Muslim Australians. Interestingly, racism studies is still the prism through which this coverage is examined, indicating issues of religious bigotry and xenophobia are becoming conflated with racism as they are in media

reporting of the issues. At the same time, it is possible to measure a shift away from multiculturalism as a theme in line with the assimilationist policies of the conservative Howard Government (1996-2007) which stood accused of xenophobic reactions to asylum seekers and promoted a homogeneous view of Australian culture.

Diversity in the newsroom?

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THE RAPIDLY CHANGING circumstances that journalists work under have mainly been understood as organizational (referring to e.g. changes in ownership and workforce), technological (e.g. convergence/multimedial production) and political with less emphasis on the meaning cultural changes has for journalism. This article will investigate cultural changes in society as a context for journalistic production, with a specific focus on how the 'new' multicultural Norwegian society influences and is made relevant for journalists in their daily work. Attention will also be given to how journalists relate to other kinds of variation/diversities (like gender, class, disability and homosexuality). Several studies have documented that ethnic minorities are stereotyped in the news. We know less of the social processes leading to this. What does 'the multicultural challenges in journalism' and 'diversity in the newsroom' mean in practice - seen from 'the actors' (journalists) point of view' - in the day to day work in the newsroom? How are issues relating to diversity communicated and negotiated (or not!) in the interaction in the newsroom?

The case of study is a newsroom in the news department in NRK (the Norwegian public broadcasting. The data will be based on a long term ethnographic field work. In addition comes ten interviews with key informants (of both minority and majority backgrounds).

An important framework for the analysis will be the idea of journalists' so called 'mission in society'. How does this professional ideology relate to questions of diversity? Should, for instance, journalism actively contribute to 'integration' and tolerance and/or mainly represent an arena for critical debate?

The analysis will attach to central literature within media studies (newsroom work, media and migration/diversity) and social anthropology (field work, construction of meaning etc).

Create a matrix to study new media: intermediate results and methodological problems

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LATEST DEVELOPMENTS IN media system that brought to life new media enterprises and reshaped old brands encourage scholars all over the world to reinvent their research methodic. New media studies are represented now by a number of research workgroups and academic communities around US and in Europe. Their innovative approaches and results of actual research practices are easily accessed on the web as well as the object of their current studies. This report invites you to examine the example of new media studies developed at the Moscow State University. The project was started by a research group at the School of Journalism as a framework for study, teaching and discourse purposes. Another goal was to evaluate different media experiences in convergence, interactive and citizen journalism to create a best practices portfolio for better understanding the development trends of the new industry. In fact it was a joint effort with industry experts who represented several online-media por-

tals and digital outlets.

The main outcome of this co-operation was a conventional agreement on a new media matrix (map) that could help scholars as well as practitioners to examine and describe current markets, its technological and product innovations, and reflect its future directions. The first edition of matrix (map) worked out in 2004 was probed in a field monitoring of a survey number of digital outlets and described in a number of publications and a couple of doctoral papers. In 2007 the matrix was updated taking into account the realities of Web 2.0 which recognizes consumers creativity and real influence on media content that could be modified by their own means.

To summarize intermediate results briefly: matrix includes four main referent groups which could characterize all media industries - communicator, audience, channel, and content. These four groups were specified by classification indicators and measurement metrics (if possible). For instance, communicator was defined by types of creators and their organizational structures, forms of self identification, professional status, bond to offline outlets, license for media activities, etc. New media audiences in this matrix were specified by size, frequency, loyalty, targeting, access limitations, forms of identification/registration and of course by possibility for participatory input or response. All in all the scale includes about 350 classification indicators for monitoring and analysis of new media sites. Survey geographically was limited by Runet - the Russian sector of Internet but international perspectives were taken in account as well. The number of sites examined during three waves of monitoring approached about 500 outlets and came upon in the survey of "classical" media joined by new independent projects such as YouTube, LiveJournal, etc. The report will describe not only new media matrix techniques but methodological problems that accompanied the research.

A grass-root perspective on learning global journalism in a developing country

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THROUGH NEGATIVE PORTRAITS of developing countries the western media has contributed to global inequality. However, portraying differences as self-evident is not the whole picture regarding the power of the media. Journalists also have the potential to alternative representations: multi-voicing, positive and enhancing, for example. The media may thus have the potential to enhance a sense of global communality and to establish new democratic arenas on the global scale.

Journalism education plays a major role as regards the potential for and limits to changing news practices in future newsrooms. Moreover, education has power in relation to young journalists' perceptions about 'good' journalism and the ethics of journalism. From the viewpoint of dialogical and research-based learning and pedagogy, it is of importance to use and develop methods that will promote students' critical, creative and independent thinking as well as experimental and collaborative learning.

In my paper I discuss the potential for guiding and encouraging journalism students to study and develop the practices of global journalism from the grassroots perspective. In particular, I explore the possibilities of dialogic, experiential and research-based learning in trying to enhance journalism students' awareness of global inequality and developing countries. I also examine how it may contribute to self-reflection in relation to the practices and ideals of global 'good' journalism.

I ponder on question by analysing a development journalism course, organised at the University of Jyväskylä, Finland, in 2007. Six students took part in this course and spent two weeks in Zambia. The essential aims of the course were to support development and learning through fieldwork. Moreover, the aim of the course

was to promote a journalism which focuses on everyday life instead of the top-down reporting of issues.

Before travelling to Africa, the students were guided – through visiting lecturers and written assignments – to an understanding of the journalism of developing countries, Zambia's current challenges and to the ideation of the topics they would concentrate on during the visit. During the trip, the students collected information for the stories they pursued for the Finnish media. In addition, they visited local newsrooms. I participated in the trip as a participant observer. I observed students' working by taking photographs and notes, for example, when they interviewed local people. I also had informal and formal conversations with them both during and after the trip.

The study shows that a course held in the field forms both a challenging and rewarding resource to learn about development issues and the practices of journalism. In this paper, I analyse how the students familiarized themselves with the Zambian people and their everyday lives, and with projects they visited, and how this affected their notions of global divides and the role of journalism in constructing them. Moreover, I pay attention to learning and reflection on journalistic practices. For example, meeting local women and interviewing them on intimate and difficult issues, with the help of an interpreter, raised critical questions regarding trust and news criteria.

Images of "Journalists" in Japan and East Asia

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IS THERE SUCH a thing as "universal journalism" in the world? Is "journalism" not different from culture to culture, or from nation to nation? Is not the image of the occupation "journalist" also influenced strongly by its social and cultural background? Our two-year investigation in regard to the image of "journalists" in Japan indicates that the image of journalism and journalists is very much influenced and conditioned by its contemporary cultural understanding and its historical development in each society. In the year 2006 and 2007 we asked young journalists who had just begun their careers at major Japanese newspaper companies to write about their image of the occupation "journalist". We used the method of unstructured interviews/ questionnaires so that they could give us their ideas and images of what journalism is freely. As a result, a considerable number of young journalists at Japan's major newspaper companies explicitly state that "journalism" is "something Western/European" and has little to do with what they are doing. They say they feel more comfortable describing themselves simply as "reporters" or "writers". Some of them even wrote that they despise the word "journalism" due to its obtrusive normative implications such as "doing justice for society" or being a "watchdog against those in power". Another group of respondents replied that they were not sure whether they would be able to fulfil such normative ends in their current position. Our analyses of their discourse seem to suggest that we ought to redefine the role of journalism for each society and each era and incorporate cultural and social aspects into our definition of the profession of journalism. They even suggest, in our opinion, that an overemphasis on the "universality" of journalistic activities may even cause young journalists to feel a sense of disappointment about the occupation and force them to leave the workplace at an early stage. In the year 2007 we also started distributing questionnaires to young journalists in South Korea and Taiwan for more comparison in this regard.

Framing of the Zimbabwean crisis in the Botswana print media

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WHEN ROBERT MUGABE rode into power at the twilight of the Ian Smith brutal regime hope was born anew that long suffering Zimbabweans who had borne the brunt of the apartheid policies of the departing administration would be guaranteed a better lease of life. For a period the country enjoyed relative prosperity in a continent ravaged by poverty, disease and lack. But like the earlier independent African States, Zimbabwe under Mugabe has experienced a downward spiral and the free fall seems to continue with the country making its way into the record books as the one with the highest inflation rate in the world at 24000% and counting. Various views have been canvassed as regards the nature and cause of the problem bedeviling Zimbabwe, the fact remains that the social dislocation which has been the consequence of the economic meltdown has meant lots of Zimbabweans flooding into neighbouring countries with Botswana harbouring quite a number of legal and illegal immigrants.

In situations of this nature, as has happened into other parts of the continent experiencing wars, genocide or economic downturn, an ambivalent relationship seems to develop between the host and the immigrants and the media agenda reflects this development. The Botswana media is awash with stories of Zimbabweans involved in various crimes from crossing the borders illegally to participation in very violent crimes and, to some extent, some of the cruel, inhuman and degrading ways in which Zimbabweans have and are being treated by their host. No known study has systematically documented media treatment of Zimbabwe in Botswana hence the rationale for this study.

The approach the study will adopt is to examine how the Botswana media frames news stories on Zimbabwe and Zimbabweans especially since framing involves construction of an agenda with restricted number of thematically related attributes (McCombs and Ghanem 2001: 70) which, of course, does influence public perception about the issue(s). To do a systematic study, Chyi and McCombs (2004: 25) two dimensional measurement table comprising time and space dimensions will be employed in this study. The time dimension would look at the focus of the stories – past, present or future – while the space aspect would look at the individual, community, regional, societal and international implications of the news stories. The study period will be six years from 2002 to 2007. The Year 2002 was chosen as commencement of the analysis because in 2001 the United States passed the Zimbabwe Democracy and Economic Recovery Act (ZDERA) which opposed aid for Zimbabwe from multilateral financial institutions and excluded the country from AGOA and one believes the sanctions regime would have started biting then. The Year 2007 was chosen because the crisis has persisted and news reports would give a more up to date picture. And, in any case, a six - year period is ample time for one to obtain a clear picture of Botswana media portrayal of Zimbabwe and Zimbabweans.

Four newspapers will be studied: the two dailies - Daily News (government owned) and Mmegi (Privately owned) were purposely selected because they provide daily intelligence on issues including the Zimbabwean crisis. Two weekly papers – Midweek Sun and Sunday Standard were randomly selected.

Issues in Journalism Education

Journalism education, citizens and democracy: A civic approach

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DEVELOPMENTS IN SOCIETY AND developments in the media industry necessitate a redefinition of the role of journalism in society. Trust between journalists and their sources and between news organisations and the society was undisputed until recently. This trust seems to have disappeared at all levels. This is shown in a decreasing credibility of the press. If journalism were an ordinary profession one could conclude that the life cycle of journalism production had come to an end. It might be the case for the traditional professional approach of journalism. The professional approach is focused on bringing 'facts and information' which is based on ethical codes like: seek truth and report it, minimize harm, act independently and be accountable. This type of journalism is undermined by free news, snack news, google news, work of amateur journalists and by a decreasing number of viewers and sold copies of the serious news media. The role of the journalist however should be more than just bringing news. A journalist should play a vital role in the society, in shaping democratic processes. The importance of the profession for democracy has been stated several times and has been agreed upon in the Tartu Declaration of the European Journalism Training Association.

Civic journalism strives for a redefinition of the journalistic profession. In my contribution last year to the IAMCR conference I have clarified how the civic approach in journalism education can reduce the gap between education and the industry. In this year's contribution, I want to indicate how the civic approach can make a contribution to redefine the role of journalists in society. And most important, what the role of journalism education should be in this process of change.

I will limit myself in this contribution to two aspects of journalism which should be redefined. First, the relationship between journalists and citizens and second the role that journalists can play in the relationship between citizens and administrative bodies.

The relationship between journalists and citizens and the role that journalists can play in the relationship between citizens and government deserve a new interpretation. Both aspects must be part of a curriculum of Schools of Journalism. It goes beyond the controversy whether curricula should be based on theory or on the development of skills. It touches the question; "What are journalists for?" and "How should the professional journalists give shape to these new challenges?"

The School of Media of Windesheim has chosen for journalism practicum based on the principles of civic journalism in which students take new initiatives for relationships between citizens and journalists and where means of communication between citizens and government are tried. It does not give the comprehensive answer to all contemporary problems in the media, but gives a better insight in society and stimulates fantasy.

Journalists: to license or no to license ...

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THE EXISTENCE OR absence of some legal or professional pre-conditions for someone to be allowed to work as a journalist has been a reason for many controversies along the last decades - actually, since the very beginning of the efforts to establish journalism as a legitimate (and legitimized) 'profession', rather than

an 'occupation' or a craft. The obligation to have some kind of license to work as a professional journalist exists in some countries (in Portugal, for example) but doesn't exist - and, moreover, that simple idea is strongly criticized - in other countries.

Those who oppose to any kind of license emphasize the importance of keeping journalism as an 'open' profession, accessible to any citizen, under the main argument that it is an activity grounded on the right to freedom of expression - a fundamental and universal right.

Those who favour some kind of license or pre-requisite to become a journalist underscore the social relevance and sensitivity of this job in order to fulfil another fundamental right of every citizen - the right to information (to a truthful, independent, accurate and comprehensive information on the actuality). And, because of that, they stress the importance of having well-prepared, professionalized, ethically responsible and accountable people working as journalists, in order to properly meet such a demanding right.

In this paper, we try to review and discuss the arguments for and against this subject, putting it in historical perspective and balancing it with the new questions faced by journalism in the digital Internet era we are living now.

Furthermore, we argue that a decisive issue in this debate is 'who' might (if so) have the responsibility to grant this professional license and look for its adequate use.

In our opinion, this seems to be typically a matter for professional self-regulation, rather than state or government regulation, in order to keep and safeguard the values of freedom of expression and freedom of the press. On the other hand, the values of responsibility and accountability in journalism must be somehow kept and safeguarded as well, if the journalists' professional group - or those engaged in journalism in its multiple possible forms - really wants to recover some lost credibility and confidence by the public. For this purpose, a real commitment with some requirements usually associated to professionalism - commitment with professional standards and techniques, but, more than that, commitment with a public interest and with clear ethical principles, values and norms - is a major challenge for journalists.

Recent Changes in Journalism Education: the Portuguese case

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DURING THE LAST decade, journalism education in Portugal has undergone major changes, due to various factors. The first, and most obvious, is the natural development of a very recent field of studies and research (the first studies program, in higher education, named Social Communication, was created only in 1979). Second, we must consider the changes that took place in the Portuguese higher education system, namely the expansion of the private sector, along with the increase of polytechnic schools, which enabled a boost (called "democratization" by some and criticized by others) in available places and enrolments, and, more recently, the reform of all studies programs according to the Bologna Declaration. Third, we must consider changes that have been taking place in the fields of media and journalism themselves, which impact on the way journalists work, especially technological ones (digitization). Whether journalism curricula should reflect changes in media and journalism, and, if yes, under what circumstances, to which degree and how should it be done, those are, of course, subjects for discussion. Still, the fact is, right or wrong, there has been an impact on curricula.

These are some of the factors that explain, to a certain degree, the path of journalism higher education in Portugal, in the past decade: the evolution of vacancies, enrolments, number of schools and studies programs; the equilibrium between public and

private sector and between universities and polytechnics; curriculum structures; the integration of studies programs in schools and departments (arts, humanities, social sciences); or even the affiliation (or not) to communication sciences. In the study we have conducted we analyse the evolution of these variables in the period 1996 - 2008, focusing on the current situation of journalism education in Portugal. The methodology consists on the gathering of data from all studies programs currently offered by Portuguese higher education institutions. As for data analysis, at this point, we employ basic descriptive measures, which enable us to observe certain patterns and characteristics, and to infer some tendencies in the field of journalism education.

Paradigm Shift in Journalism Education in Bangladesh: Addressing Globalization, Privatization and Market Demand

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JOURNALISM EDUCATION AND curricula can be developed both in the light of Professional Model and Craft Model (Hwa and Chen, 2007). Professional Model emphasizes on the development of critical thinking of the graduates/future journalists regarding society, culture and economy while Craft Model is more concerned about the development of skills required for practical journalistic purpose. Yet, journalism/media /communication education requires both. A blending of professional and craft model may yield much more benefit to the graduates. But the question is what should come first. Some scholars emphasize on learning by doing where techniques are seen as integrated in the opening courses. Some other scholars stressed that critical thinking has to be developed among the graduates first so that they can locate and contextualize the story intellectually.

Journalism is a technology driven discipline and profession. The mode of professional practices, the pedagogies and curricula of studies have to be redesigned in the course of time to face the digital divide, to harmonize the impacts of new technology to the media markets, professions, and academic institutions. These also need to be done in the light of the specific socio-economic goals of particular society in a particular time. Education and profession contribute each other. Education of any kind is run at universities, institutes and schools to meet the market demand for trained human resources of the respective field on one hand and thus produce the future leaders of the profession on the other. However, to maximize the benefit of the use of journalism for holistic development as outlined by the mainstream western and west centric eastern scholars and satisfy the market needs, the system of journalism educations need to be taken into account that mainly includes the curricula, pedagogy of and infrastructure required for the discipline.

Well designed journalism education with appropriate curricula, required infrastructure and suitable pedagogical approach is considered as an institutional mechanism for developing appropriate human resources who would be fit in discharging duties of gathering, processing, preparing and disseminating required information for different communication/media outlets and activity that ensures citizens' healthier life and help implementing country's social, economic, political and cultural development objectives.

In this paper I would draw on various shifts focusing on the historical trajectories of Journalism education in Bangladesh. These shifts are fivefold: a) shift from mere Journalism to Mass Communication and Journalism; b) a shift towards the interdisciplinary integrated approach; c) shift from the liberal humanistic approach to social scientific approach; d) a shift from technology less approach to technology plus approach; e) towards the privatization of public education and globalization.

Analyzing the curricula and pedagogies followed at public and

private universities and the current state of art of the profession I will derive the paradoxes and contradictions under-lying with journalism education in Bangladesh and later I will provide with some recommendations to meet the demand of the market and ensure quality education required in the age of globalization and privatization.

Identifying and nurturing passion among journalism hopefuls: A case study in program entry procedures and design

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IN A COMPREHENSIVE review of the scholarship on global journalism education Mark Deuze concluded "that the education and training of journalists is a subject much debated - but only rarely researched". (2006: 19). He noted that the literature that does exist tends to focus almost exclusively on curricular matters and the "legitimacy issue". Deuze identified an impressive ten point conceptual map for future research on journalism education. However the one point that he does not address is the question of student selection. This paper will argue that who we select and how we select prospective students is an important precursor to understanding other debates in journalism education and one that demands more thorough research. Journalism program coordinators are frequently advised by media industry representatives that while they want bright graduates, they also want people who have a passion for journalism. Experience shows that the two don't necessarily correspond. People coming into university programs with high entrance scores don't always have 'the passion for journalism' and vice versa. Today, many universities do not 'test for' such journalistic essentials as 'passion' among their prospective recruits, relying solely on academic achievements to allocate places in highly competitive programs.

However, Journalism staff at the University of Wollongong in NSW, Australia, decided to see if it is possible to attract students that satisfy both criteria, thereby meeting the traditional university mandate of producing high calibre graduates who also have the vocational skill set and passion for journalism that employers are seeking.

In February 2007, the University of Wollongong introduced a Bachelor of Journalism degree with a small cohort of 35 students. Following discussions with academic and industry representatives, the University adopted a three pronged strategy when structuring the degree and enrolling students:

This paper is the first report of a multi cohort study that will trace the experiences of the first three student intakes admitted to the program 2007-2010. It will discuss the development of the Bachelor of Journalism and the experiences of both staff and students during its first year of operation. It will report on the first year student experience through a series of interviews with members of the 2007 cohort.

Teaching Foundation Multimedia Courses in a Converged Curriculum: A Case Study from Temple University

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IN 2005, TEMPLE University's Department of Journalism launched its new "converged" curriculum, requiring more than 700 students in all specialties – print, broadcast, magazine and photo-journalism – to take introductory courses in audio-visual news-

gathering and multimedia news design as part of the core curriculum, which also includes journalism research, writing for journalists, and an introductory course called "Journalism and Society." This paper first discusses the forces that compelled Temple, like other Journalism Departments around the world, to consider adopting a converged curriculum, and outlines lessons learned from research published about other journalism programs that adopted converged curricula. The next section describes the desired outcomes of the foundation multimedia courses, including competing emphases on theory and practice within Temple's Department of Journalism, and the adoption of a modified constructivist learning approach within the foundation multimedia courses. The third section describes the specific teaching and learning strategies we use in the foundation multimedia courses, including a hybrid large lecture-small production lab format, where a full-time faculty member leads "theory" discussions in lecture, and professional media-maker adjunct instructors mentor students through their production process in the labs; a system of peer-review and self-evaluation of student production projects; the use of classroom blogs to distribute multimedia course materials and post student work; and the adoption of rubrics for evaluating student work to maintain instructional consistency across all lab sections.

The last section discusses the evolution of the foundation multimedia courses, and the trajectory we envision for the future. Although the convergence curriculum at Temple is more than three years old, media and cultural divides continue to be one of the recurring themes of these courses. For example, the audio-visual newsgathering course eschews the traditional introductory broadcast journalism curriculum in favor of a more documentary approach, but the broadcast journalism students tend to prefer a broadcast news approach to their projects while the other students are more flexible. A few of the non-broadcast majors still question why they must take an audio-visual journalism course, but their numbers have decreased dramatically in three years. The audio-visual course is designed so that students learn audio-visual communication in the process of developing news stories, but many of the projects in the design course emphasize form over content. The students are just beginning to grasp how journalism ethics plays itself out differently in the audio-visual and visual design realm, particularly concerning issues of fairness in representation and multicultural perspectives in the urban environment of Philadelphia.

The Organizational Sphere: Newsrooms

The Organizational Production of Self-censorship in the Hong Kong Media

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MEDIA SELF-CENSORSHIP refers to non-externally compelled acts committed by media organizations aiming to avoid offending power holders such as the government, advertisers, and major business corporations. While it constitutes a major threat to press freedom in Hong Kong after the handover, recent studies have shown that journalistic professionalism continues. This co-existence of professionalism and self-censorship poses important challenges to news organizations: How is self-censorship effected as professionalism does not favor its practice? As it is unlikely that self-censorship involves the issuing of explicit orders from the news managers, what are the dynamics involved in its actual prac-

tice within the newsroom? In more general terms, how can news organizations minimize the conflicts between self-censorship and professionalism in actual practice so that news operations will remain stable, smooth, and efficient?

Drawing on the literature on newsroom social control, we tackle the above questions by focusing on the internal structure and interactive dynamics within the newsroom. The underlying premise of such an approach is that media self-censorship has to be understood not as an act of individual journalists but as an organizational phenomenon. We contend that much self-censorship is produced by news organizations without the bosses or managers explicitly ordering it and the frontline journalists knowingly practicing it.

Methodologically, this study draws upon both quantitative survey and qualitative in-depth interview data. The quantitative data are based on a representative survey of Hong Kong journalists in 2006, and the qualitative data are derived from interviews with 20 journalists at varying levels in the newsroom hierarchy. This analysis will give an explication of self-censorship both as an empirical phenomenon in Hong Kong and as a general concept.

It is found that self-censorship is effected in a professional setting through selective positioning and assignment, with the managing journalists holding generally more conservative views and journalists holding specific views being assigned to sensitive stories. Second, various informal mechanisms are observed to be in place for the reduction of potential conflicts between professionalism and self-censorship, including observational learning of tacit rules, the giving of ambiguous orders by the managing journalists, and the use of professional or technical reasons for justifying self-censorship. Self-censorship can be elusive, as evidenced by the fact that many of our interviewees were unsure if what they saw or experienced could indeed be called self-censorship. Yet they were suspicious about those situations. The apparent elusiveness makes it difficult for journalists to oppose acts of suspected self-censorship in an outright manner. Journalists opted to comply in most cases, whereas some chose to resist through various operational tactics. The study also finds that professionalism is a double-edged sword: it serves as a "weapon of the weak" employed by the journalists to guard against political pressure. But it can also be used in some cases as a disguise for self-censorship.

The article also discusses the implications of the study for our understanding of newsroom control beyond the context of Hong Kong.

Informing the Public: How Ghana's Newsrooms are Learning to Change

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ADVANCES MADE in information and communication technology has impacted on the operations of journalists and the nature of information that is being disseminated, especially in developing countries. In Africa, the dynamics of the emerging information society has compelled media organizations to introduce modern communication instruments to catch up with the times. Many of the major newspapers in Ghana now have their on-line editions. In a nascent democratic system such as in Ghana, information plays a vital role in enabling the citizenry to make well informed choices and decisions on important national issues of public interest. Some people have argued that internet connectivity in the newsroom has broadened (or better still is broadening) the boundaries of information beyond the immediate locality of media environment to a global audience. Yet paradoxically it is argued that the current trend of news dissemination by media houses through the internet rather than accelerate the pace for more people to have access to information may widen the information gap between city

dwellers and people living in rural areas in most parts of sub-Saharan Africa. In responding to the current challenge of using state of the art digital technology in newsrooms, what is the state of preparedness of journalists and media organizations in ensuring that their major role of informing, educating and entertaining people is well catered? How is journalism education system responding to the technological changes occurring in communication by ensuring that people trained are adequately equipped with basic ICT skills to face the task in the field of practice? Does the broader system of ICT infrastructure in Ghana constitute a formidable and credible base to facilitate the process of shift in the mode of operations of journalists? If internet connectivity and the speed of getting information across to those connected is what it means to be in the information society, what is the implication for traditional media which still constitute vital sources of information for many people in Ghana, and indeed in many developing countries? The paper seeks to give answers to these pertinent questions by focusing on current shifts in major Ghanaian newspapers as they attempt to use modern communication technology to inform the public. It is an exploratory study, which attempts to put into perspective through document analyses and participant observation, debates surrounding journalism, participatory communication and global divides in accessing ICT to foster a knowledge-based society worldwide.

Journalism – a profession in transition?

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THIS RESEARCH PROJECT in progress "On the threshold of a profession: becoming a journalist in media reality" was initially influenced by the notion of induction, which here is defined as the relation between professional university education and professional praxis in working life. The basic assumption is that what is learnt in the educational setting is not entirely sufficient or adequate in relation to the demands of the work praxis. The ex-student continues the learning process at work, being socialized into the job culture and requirements. One hypothesis is that the ex-student even has to relearn, or unlearn some of what was learned at the university, to fit in a reality far from the academic environment.

The study is mainly composed of ethnographic news room case studies including interviews. The results so far, from newspaper cases, indicates – contradictory to the hypothesis - that ex-students may be more prepared for the new media situation, than most of the experienced journalists working at a newspaper since a long time. One ex-student played as a new employee a major role in the creation of a web division within the newsroom. As a web reporter and editor she also produced and published audio and video pieces as well as texts on the web site and wrote text articles for the paper edition. She was the one who initiated a 7 day coverage on the web for this 6 day newspaper and as the editor in charge her ambition was continuously updating the web. This multi media and quick production work was very well appreciated by the management of the paper in question – a well respected, relatively big local newspaper – but not by all colleagues. The struggle between professional positions here is analyzed in relation to Pierre Bourdieu's field theory.

Observing and analyzing the journalistic content of a few ex-students work raises questions about time available - or used - for creative reflection on part of the journalists. This in turn rises questions on what this seemingly up-to-date journalism education provide. Is these ex-students' university journalism education too much focused on technical craft and too little on academic critical and creative reflection? Does the education provide conditions for students to acquire professional journalism competence? What is professional journalism competence, according to current research discourses? How can we define journalism as a profes-

sion, delimiting it from different kinds of amateur journalism, as for example blogs or user generated content published on the web sites of media institutions? Parallel to the case studies research on these questions will be reviewed.

The questions of journalism as a profession are relevant for journalism education curricula, not least to inform journalists-to-be students on what the education is about. Then there is another important question: What do we want from future journalist, what should journalism education provide today?

From single to multi media news: how convergence affects the management and the production of news organisations

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THIS PAPER STUDIES THE impact of media convergence on the management and production of news organisations. It argues that news is treated increasingly as a platform neutral product due to a shift in the management philosophy of traditional news organisations and the convergence of production techniques and newsroom operations.

This study compares findings from two British newspapers (Financial Times and The Guardian) with two news broadcasters (BBC News and Sky News) based on interviews with managers and journalists. It examines the often overlooked and under-researched media professionals' perspective on the transformation of the working practices inside modern newsrooms and the consequences for the product of news.

Faced with the challenges of the converging media environment, news organisations expand their activities on the internet and they are slowly redefining themselves as multi-media instead of single media organisations based on media-neutral competitive advantages. At the same time, there is an impetus towards multimedia production and distribution which is achieved through newsroom integration and work reorganisation. This working environment requires more versatility from journalists who have to keep up with multiple demands and continuous pressure. Finally, multimedia production challenges the tradition of media separation in production and culture and sets the conditions for the detachment of news from its medium specific formats.

Technology-based Collaboration, Social Networks and Knowledge Management in Journalism. A case Study

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AUSTRIAN JOURNALISTS, AS well as their German (Springer/Wollig 2007; Weischenberg/Malik/Scholl 2006) and Swiss (Keel/Bernet 2005) colleagues, are increasingly dependent on ICTs in working processes and information sources on the Internet. Two thirds of 27 information journalists (qualitative data collected in a pilot study, comprising interviews and observations of the journalists' working processes) were using "Google", lacking critical reflection about information gaps, misinformation or PR driven information offered by the search engine monopolist. To a lower extent "Wikipedia", Blogs and Homepages are also used frequently in information-gathering processes. On the one hand the journalists describe their working routines as well supported by ICTs, on the other hand they complain about stress because of the increasing speed of information processing.

Related to the field of ICT use, the most indispensable tool is

E-mail; not only for its universal use – for example in crisis areas - but also especially for the guarantee of supporting information and communication networks. Based on Burt's Theory of Social Networks (1982) and the relay function of social capital the qualities of different network types will be discussed – especially the contribution of ICTs to the establishment and maintenance of social networks (as communication networks).

E-mail systems were also used for the storage and organisation of information in addition to CDs or editorial data management systems.

In a discussion the challenges for prospective research will be outlined. As the results of the pilot study show, journalists have adopted ICTs very quickly in their daily professional routines (searching, interviewing, writing etc.). But their practice with Internet-based search engines and encyclopaedic information lacks critical distance. In spite of professional databases and information gathering systems available in most of the editors' offices, "Google" and "Wikipedia" increasingly dominate the journalistic work.

Research into editorial knowledge management practices and ICT-training facilities for the editorial staff to ensure adequate professional news production will be essential: The understanding of information gathering and knowledge sharing processes is a fundamental task in communication research. On the one hand information-documentation, cooperation and collaboration in editorial offices or newsrooms could enhance problem solving and also increase the speed of information processing; on the other hand using social network facilities might prevent dysfunctions and drawbacks. According to this a research focus on the organization of technology-based collaboration processes is required. Four technology-based social networks have been revealed in other branches for their promotion of ideas and innovation as well as community building aspects. Also, several structural changes such as the decline of hierarchies or changing preconditions for cooperation have been found.

The Experiences of the Innovation Journalism Fellowship Program 2004-2008

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THE MAIN PURPOSE of this paper is to present, and explore, the experiences of the international innovation journalism fellowship program during its first five years, from 2004 to 2008. First, the paper summarizes the basics of innovation journalism, and the fellowship system. Secondly, the paper analyzes the work outputs (journalistic stories) and practices of the innovation journalism fellows since 2004. After all of this, finally, the authors try to sketch the best practices for innovation journalism.

In short, innovation journalism (injo) is journalism focusing on innovation, innovation processes, and innovation ecosystems. The concept of innovation journalism was coined in 2003 in Sweden, making it possible to develop a program, and a knowledge community across established beats, for exploring, in theory and practice, the best ideas of innovation journalism. Reporting on innovation combines many traditional news beats such as science, business, technology, culture, and politics. In part of the fellowship program, the fellows were hosted by US news rooms, where they were offered the opportunity to cover innovation processes and ecosystems. In all the fellowship rounds so far, journalists from business, technology and science beats have been mixed.

In light of recent research on mass communication, traditional journalism has been under new pressures. Audiences, especially younger age groups, are creating more content by themselves, and interacting with each other than following old media consuming patterns. The trust in traditional media has declined, and there are several other crises in journalism as well. Not surprisingly, the problems described here have had their parallels in many countries around the world. It is clear that something has to be done, and soon.

It can be argued that innovation journalism fellowship program is one good example of emerging possibilities in the field of journalism education and research. So far, the cross-cultural fellowship program has educated all together 26 mid-career journalists from Sweden, Finland, and Pakistan.

One clear signal of the success of the cross-cultural journalism fellowship program was, when Finland agreed in the end of the year 2007 to fund Finnish journalists to the program at least until the year 2012. Sweden made its pilot fellowship program permanent in 2007, now running in three year periods. Also Slovenia has set up a pilot fellowship program that will be funding the participation of a Slovenian journalist. USAID is presently funding a multi-year program run by the Competitiveness Support Fund in Pakistan, funding participation of Pakistani journalists, which adds a perspective of innovation journalism as a phenomenon that is relevant for economic development and competitiveness. Also many other countries from Asia, Australia, Europe, and Americas have demonstrated their early interests in innovation journalism program.

Online Journalism

Latin American digital Newspapers between definition and frustration

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The use of Internet in Latin America has grown tremendously. Research on the subject indicates that there are 85 million users, many of them using the web every day (Jiménez, 2007). This technological advance has generated substantial changes in the practice of journalism in the region, and a raise in the consumption of digital news outlet editions, that follow the world wide trend of increasing circulation 350% (Hernández, 2006). The fact that the contents of the newspapers are transmitted through multiple channels and formats, and updated constantly, has made reporters' everyday life more demanding, a working routine considered overwhelming by them in some studies (Arroyave & Blanco, 2005; Barrios & Arroyave, 2006).

On the other hand, academics speak about the necessity of a decrease in the disseminative role of newspapers in exchange for a mainly interpretative one (Skewes, 2007). However, studies about press content on the Internet report that 61% of the time, the news is the same as those in the print edition (El Tiempo, 2007). Furthermore, it looks as if in the actual structure of the newspapers, episodic treatment of reality predominates, over thematic or interpretative treatment that turns out to be the more appropriated for an optimal comprehension of the audience's everyday reality. Likewise, the Internet as a new medium has its own language and form of expression. It can combine video, audio, graphics and links to others sources of the information that was not possible in any previous medium. It has also allowed a more interactive role between the media and the audience given its characteristics. Thus, this research project explores how digital newspapers are used in Latin America.

500 news from 10 Latin American digital newspapers selected

for six constructed weeks were content analyzed. Three undergraduate students applied an instrument containing the following thematic: topics, origin of the news, different resource uses, and reader participation. 10% of all news content was analyzed twice. The Scott's Pi code of agreement between coders was 92, indicating a high level of reliability.

It was found that most of the newspapers (62%) do not allow readers to comment the news or to participate in any debate, as this new medium usually does in other contexts. Pictures in the first screen (39%) and within the news (41%) are the most common form of graphics that these digital newspapers have. Audio-visuals resources such as videos, audio, info graphic are scarce (3%). Most of the news were related to national events (75%) and were reported by the newspapers' staff instead of press agencies. The most common thematic were political news, crime and social conflict (19%), and business and economic (13%). In most of the news, the government is the most common source, preventing to provide the audience with pluralistic views. These findings allow us to conclude that in Latin American most digital newspapers are under using all the resources of this new medium. Many of them are still in the process of incorporating the language and grammar of the new medium-Internet.

Towards online European journalism: overcoming cultural and geographic barriers in reporting EU news online

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MEDIA MAINTAIN A crucial role in the process of 'Europeanisation' and in the development of a sense of European identity: by providing topics for public discussion it influences social interactions and everyday lives of people living in Europe. However, the 'European agenda' as an overlapping network of EU news does not exist - there are only rare exceptions when European Union becomes an item of major importance across media in Europe. Research studies concentrating on European (as foreign news) reporting disclose obvious drawbacks in the process of EU communication: media across Europe 'domesticates' EU issues and transnational (pan-European) views are missing.

In this paper, a different approach is taken. It questions whether wide availability of online news sources (Internet media, online data-bases, blogs) offering different (alternative, critical, independent) views on EU policy-making could become useful means in overcoming national (cultural and geographic) barriers in reporting about Europe.

The paper also proposes that, with growing applicability of Internet media, there is an increasing need to redefine the potential of new technologies in EU communication. A significant number of studies have disclosed that in foreign news reporting the Internet is often used as a tool of 'communication' (for e-mailing, providing online consultations) and 'production' (for webcasting, reporting, blogging). From journalistic point of view, however, there is a research need to re-assess the potential of Internet as a mean of 'information'; or to put it more precise - as a mean to provide news sources offering transnational and alternative views to European policy issues.

There exists research to prove that the Internet has radically transformed the news making process. Journalists working online are facing new challenges: instead of being only gate-keepers they must become interpreters, critics and evaluators. Thus, a research claim that there is an unused potential of the Internet which could be explored to improve European - as foreign news - reporting may be justified.

In this paper, research conclusions are based on interviews with Brussels correspondents conducted within the 6th FP project "Adequate Information management in Europe (AIM)" (2004-

2007) and on interviews with journalists and editors of some leading news media from the Baltic States as well as Scandinavian countries.

The paper concludes that available online information platforms (with specialized news, data-bases, blogs) offering rich and varied information with alternative views and transnational perspectives could become useful sources of EU news for journalists. By offering rich information and recognizing common interests of citizens in a pan-European context (rather than in predominantly national) these news sources may help journalists to develop necessary competences and skills to retrieve background information on complex EU matters and develop a shared sense of 'Europeanness', which, possibly, could enrich news and views reported.

Internet BBS Forum and News Reporting: Towards an Enhanced Public - Government Communication in China

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THIS PAPER EXAMINES how the Internet enhances public-government communication in China by analysing the dynamic relationship between online journalism and traditional journalism through the lenses of media debate on 'income disparity' issue. It assesses the news practices of the online journalists and traditional newspaper journalists/editors in connection with their wider socio-cultural practices. In particular, it seeks to find out whether the perceptions of traditional journalists and online journalists on each other contribute to a more integrated public discourse and government discourse; whether online journalism affects the news reporting and news selection in traditional newspapers and how; what role the changing professional journalism plays in these processes. These enquiries also shed light on a bigger question of how public input is gradually integrated into mainstream news discourse, and whether this integration has resulted in an enhanced public-government communication in China.

The author interviewed online journalists and media practitioners from two media discourses and officials from media regulatory bodies. Interview data analyses reveal that there is mutual dependence between traditional newspaper journalists and online citizen journalists. The former mainly rely on the latter to discover news stories, while the latter use newspaper reports to reinforce their arguments. In the Chinese case, the latter's dependence on the former cannot be concluded because the government censorship on media seems to complicate the motivation of the public use of traditional newspapers.

Socio-cultural values that affect journalist practice are important factors that influence news agendas for both professional media practitioners and online journalists. The gradualist and roundabout approaches that are valued as pragmatic in Chinese culture are used by both groups. Negotiations and boundary-pushing are deployed in journalists/editors' work practices to create a more flexible and open public domain, where challenging issues raised by the public may enter. These values are also noticeable in the boundary-pushing practices among the forum participants who bring in their own opinion by posting critical reports from traditional newspapers.

The domination by the traditional newspaper journalists/editors is also identified on the bases of their easy access to mainstream media and their gate-keeping position. Nevertheless, daily concerns of the public identified on the forum seem to be the most important areas of news selection for traditional newspaper editors and journalists. This shift from the Party propaganda to the public concern forces the traditional newspaper journalists/editors to draw on online grassroots reports. On the other hand, Qiangguo Forum has allowed the public to participate in the debate of

the income disparity issue. The Forum is more likely to represent the interest of the public based on the close connection between the forum participants and lower social classes. Forum participants' posts picked up by journalists enable traditional newspapers to form a more rigorous agenda for social lower classes. Therefore the mutual dependence between online grassroots journalism (representing the public discourse) and traditional newspaper journalism (representing the government discourse) has to some extent enhanced the public-government communication by creating a more public-oriented media sphere within the mainstream media institution

"Gatekeeping" and the Web: A New Model of the Information Selection Process Online

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SELECTION PROCESSES, WHICH are indispensable for communicative action in general and journalism in particular, are fascinating media scholars for decades. White (1950) has been the first to refer to selection processes in terms of 'gatekeeping,' a label he borrowed from earlier sociological studies. Since then many scholars (most famously Galtung and Ruge, 1965) have studied why and how certain events get media coverage (especially in newspapers) while others do not. In other words, which factors determine that certain events pass the 'filter' of the media and reach mass audiences as a result, while others get 'disqualified' and remain obscured.

The Internet present new challenges to communication scholars, specifically when it comes to studying selection processes online that involve not only (online) newspapers but also other media (especially television and radio) that sometimes converge, as well as other means of communication such as portals and search engines. All these communication channels are now a part of a huge mechanism of disseminating information directly or indirectly (through links).

We think that this new arena demands a new, multifaceted, model of news selection. One of the challenges in building such a model is anchored in the fact that parts of the selection processes are not a result of direct human choice, but a consequence of an automated process, which may neutralize, at least partially, personal preferences. The automation of selection processes may makes them more efficient, but more important is the potential involvement of many more people in these processes, which makes them more participatory with all its implications. Moreover, while the main selection mechanisms of the mass media regard, to a large extent, inputs (i.e. what had been published or broadcasted), in online systems such mechanisms – some of which are collaborative – regard *inputs* as well as *outputs*.

In our research we identify, map, define and examine the selection mechanisms at work online, and the factors that influence them. As a part of this effort, a theoretical model of selection processes online will be presented. That model will focus, inter alia, on the differences between selection processes at work in various online communication platforms – such as search engines, communities, blogs, leading news portals and more.

Bridging the Gap or Making it Larger: Form and Function of Online Discussions in Bulgarian Media

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THIS PAPER PROVIDES content analysis of online discussion forums of several Bulgarian newspapers and web-only publications, supplemented with in-depth interviews with web-masters and forum participants. These forums effectively bridge the divide between local readers of newspapers and a global diaspora, enabling both groups to engage in a lively discussion of current topics.

The purpose of the research was to establish the main frames used by contributors in the discussion in three broad areas: Bulgaria's communist past, current economic/political situation, and EU membership. The topics were chosen after a preliminary study of a sub-sample taken from the online discussions determined them as dominant. Also, the paper gauged the problems web-masters have in moderating discussions, as well as the motivations of most active participants to maintain their presence in this virtual borderless community.

Web forums started to appear as a consistent part of the online newspapers in Bulgaria in the late 1990s, but truly flourished after 2001. Every article published in the pioneering daily *Sega* (Now) had the option to post comments, and then comments to others' comments. Several other newspapers and the first web-only Bulgarian publication, *Mediapool.bg*, copied this successful model within a few years. The first versions were already technically sophisticated, since the relevant technology had been already developed.

In the very beginning, online forums became the domain of expatriates, who lived predominantly in Western Europe and the United States. Not the least, they were also more likely to possess the technical means required to be regular participants, such as personal computers and Internet connection at home. With time, Bulgarians living in Bulgaria also joined these discussions and became a distinct group. The online forums allowed expatriates to participate actively in the life of their country, albeit virtually, and Bulgarian residents had a means for instant reaction to the media content, which they had never had before.

At the same time, however, online discussions sometimes crossed the boundaries of good taste, lapsing into misinformed, racist, obscene, and even prankish mode. The web masters faced a problem of controlling the bon ton of discussions, without undercutting their inherent liveliness and freedom of thought. Some of the most active participants rebelled both against non-productive and offensive postings, and against censorship. As a result, quite a few regular participants developed distinct online "personalities" and some recognizable groups formed in this virtual community.

The framing of the main discussion topics was analyzed and several frames were identified, using Entman's (1993) definition of framing. The in-depth interviews captured aspects of the dynamic relationships between web-masters and forum participants on one hand, and among forum participants themselves, on the other. The study concludes that online discussion forums serve an important social purpose, because they allow expatriates living in a different environment to debate with other Bulgarians on issues of great importance to the country. Eventually, this form of "hybrid" communication bridges distances and provides for the enrichment of a country's cultural life. It has also challenged the "traditional" media in the ways they collect and present news and opinion stories.

The discourses of journalists' identity in their personal blogs. A study of 100 Spanish j-bloggers

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CITIZEN MEDIA HAS brought new amateur actors to the public sphere. Media industries are not the only legitimated voices to produce the news since they have to share their privileged position in society with citizen journalists. This new media scenario has raised questions about credibility of information, journalists' standards and the definition of professional status of journalism in the 21st century.

This paper aims with these issues by focusing in the work of 100 Spanish professional journalists in their personal blog. They keep a blog at the edges of media structures, just by their own efforts and without the support of reputation and company backup. Since the j-bloggers are publishing outside the media, they are situated between the professional ideology in which they have been educated and the amateur field of regular bloggers without journalist standards.

The paper presented here shows the work in progress of a PhD thesis about the discourse of professional identity by journalists in their personal blog. It pursues to respond to the following questions: Why do they need to go outside the media to write and have a personal voice? What do they blog about? What do they say about themselves? Are they more professional or personal oriented? How do they show their professional credentials to look more credible than other non journalist bloggers? How do they represent themselves from the citizen journalism? Is citizen journalism a risk or an opportunity for journalism in their discourses?

The methodology to answer these questions is based on three different methods. First, there was an ethnographic research by four years blogging in the community field. Then, it was followed by a content analysis of 100 blogs and finally, there has been conducted a series of in-depth interviews with 20 of the j-bloggers.

Traditional Media's Strategic Response to an Online Nude Photos Scandal of Artistes in Hong Kong

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THE INTERNET IS a powerful tool and sends texts and photos out to the world at the press of a button. In Hong Kong, over a thousand nude photos of famous artistes were uploaded to the Internet in the beginning of 2008. The photos displayed on the Web ruined reputations of several female artistes. The incident rocked the Greater Chinese Community and became a media spectacle in the age of Web 2.0. It even made the news page of major newspapers around the world, including the New York Times.

This bizarre event first started when a male artiste's damaged notebook computer was sent to a computer shop for repair. The many nude photos and videos inside the hard drive were secretly copied without the artiste's knowledge. Some of these nude photos began to surface in different websites and reported in the news in late January. For more than two weeks in a row, this incident monopolized the front pages of major newspapers in Hong Kong as more and more nude photos were released. Several people who uploaded these photos were arrested by the police.

This paper examines the strategies of the traditional media in covering this Web-based sexual scandal, with particular emphasis on the newspapers' rituals in covering a major social outrage, and the ethical dilemma between privacy and freedom of expres-

sion, news media's social responsibility and market-driven imperative.

The paper employs content analysis and interview as methods to study this incident. Different types of newspapers in Hong Kong, including the mass circulation papers, middle class papers, elite/financial papers, pro-China party papers and free papers will be studied. Some reporters and editors will also be interviewed to gauge their views and reporting strategies in this media saga.

The analysis will mainly focus on several themes:

- (1) Hying: how do the newspapers "hype" the incident. Many newspapers crossed the ethical line and filled the news pages with indecent photos and vulgar descriptions. They argued that the coverage did not invade privacy as it was an act of "exposing the truth". To them, it was a matter of free speech. However, the coverage was criticized as rubbing salt on the victims' wound and had negative moral implications for the society.
- (2) Framing: the newspapers tried to frame the incident in different stages. Started out as a sex scandal, it then became a case of police mishandling the investigation and followed by the issue of online freedom of expression. At a later stage it turned into a public outcry against poor media ethical practice. Market-driven journalism simply overrode social responsibility.
- (3) "Netizens" as news source: since it was primarily an event happened in cyberspace, and the artistes concerned were unwilling to talk about it, the newspapers had to involve the generally unreliable netizens and get their views and quotes in their news coverage. This strategy and the interaction between traditional media and online information source deserve analysis. The print newspaper as a vital amplifying link in the spiralling of public concern can showcase its continued importance despite the advance of the online media.

In summary, this paper will explicate the hying strategies, framing techniques and news source emphasis in the coverage of this online nude photos scandal. There will be discussion on the ethical issues involved and interaction between the traditional and online media in the web 2.0 environment.

Journalism Ethics

Citizen Journalists, Privacy and Ethics

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THE DEVELOPMENT OF citizen journalism has been welcomed in the main as a move towards increased democratisation of the media, but with little thought to its consequences for the privacy of the individual, and for pressures on journalists to include the dramatic in stories at the expense of substance. This paper, drawing on detailed empirical research, will consider these two points.

The paper will begin with a brief, but necessary, conceptual clarification of the idea of citizen journalism before examining journalistic performance and privacy. Drawing on two national representative surveys, both using the same set of sampling points drawn from Electoral Registers – N= 1500, the public's understanding of the private and of the media performance of intruding into private space will be presented. The survey data will be accompanied by information gathered from 22 focus groups relating to the intrusion of privacy by journalists and the appropriateness of the defence of 'in the public interest' for intruding into privacy. The intrusion into the privacy of an individual was found to differ in terms of acceptability along a range of variables, one of which was cultural and geographic distance. Thus, individuals in distant lands - distant both in the sense of cultural proximity and physical proximity - had less claims for consideration of the protection of their privacy than those of close proximity.

The paper will also present the findings from 27 face-to-face in-

depth interviews held with journalists and media figures including press, radio and television regulators. The interviews reveal a poor definitional development of that which might constitute 'the public interest', although areas where the public interest might be found - national security, crime, corruption, and so on - were readily described. What emerged from the discussions, with both journalists and regulators, was that changes in information collection due to technological developments increasingly saw a strain between professional ethics and publication practices. It was reported that the spread of camcorders, and picture capture mobile phones meant editors were inundated with dramatic pictures, usually of disasters, accidents or violence, from around the world. Indeed, that unlike the past where news organisations were dependent on their own staffers, stringers and other media companies for footage, now there was hardly any event or occurrence that was not witnessed by someone with a camera - the citizen journalist.

The paper will finish with a detailed account of what journalists, but in particular regulators, considered this ready capture of images meant in terms of the ethics of reporting and journalistic standards, that is, how the receiving of dramatic pictures, often from developing countries by 'adventure tourists', distorted images of such countries. Also, and of absolute general importance for the future of reporting, that because of the actual drama of the event captured by the 'citizen journalist' it was hard for media organisations, under the pressure of competition, not to publish such pictures even if they had little news substance other than the dramatic.

Ethics of news media in crisis

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THIS PAPER OBSERVES THE changing practices of journalism from the perspective of media ethics. The focus is on the processes in which journalistic values, ideals and norms are being negotiated in connection with recent changes in the media environment. The paper approaches the subject through a specific case, namely, the Jokela school killings that took place in Finland in the end of November 2007, when a senior student killed eight people, before shooting himself.

The Jokela school massacre makes, in many ways, an exceptional case - not just as an incident, but also as a news process. First of all, this was the first time when the Finnish national media competed seriously with each other on the Internet. The shift from deadline world to online world unavoidably changed the scheme of things and, to a certain extent, the journalistic process as a whole. It has also been argued that in this case all Finnish media took a leap towards the tabloids.

What makes the case particularly interesting is that it led to public debate over journalism ethics. The media faced searing criticism from outside, especially from the young people of Jokela, who were deeply dissatisfied with the way they were treated by journalists and blamed the media for just making money out of the tragedy. First of all, it was argued that many of the school kids who experienced the shooting incident were in shock and should not have been interviewed at all. In addition, many of the crying and hugging teenagers comforting one another claimed they did not know that they were being photographed. In all, most of the criticism was directed at the journalistic process, albeit the media commonly justified its actions by concentrating on what was published.

In the paper I take a closer look at how ethical choices - or the lack thereof - were being argued for and justified in this case. The empirical data consists of twenty-five thematic interviews with news journalists that were actively involved in the Jokela process. Methodologically the study makes use of positioning theory, which helps to understand how journalists position themselves in rela-

tion to their work, journalistic ideals, society and audiences.

As an outcome, the paper provides a model that takes into account both the changes in media environment, i.e. the rapid technological development and overall marketisation process of the media, and at the same time, certain stability in structures and in the journalistic core values.

The journalists themselves often explained their, sometimes hasty, decisions by referring to the tightened news competition. However, among journalists the media houses mutual competition was seen as something fundamentally "bigger" than market competition. The purpose of my model is to explain why news competition and the ever-growing time pressure are often regarded as self-evident among journalists, and why speed is often celebrated as a journalistic "super value" to which even the big principles, such as impartiality and truthfulness, can be subordinated.

The Game between Investigative Reporters and Policymakers in Wars and Crises

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THE INVESTIGATIVE ROLE of media during wars and international political crises goes through a unique transformation: it becomes much more significant. The crisis decision-making process occurs under conditions of high tension and extreme pressure. There is a shortage of information about the causes, short- and long-term consequences, and the confrontation actions of the crisis. Therefore, decision-makers are under great pressure to provide this information to minimize destructive actions. Accordingly, the failure to communicate effectively under these circumstances further exacerbates an already awful situation. Principally, policy-makers in a crisis can confront a variety of different information problems, including information overload, incomplete or lack of information, or information with contradicting interpretations. As a result, they seriously misjudge a situation, even when they think they are open to incompatible information or are seriously attempting to manage the crisis so that it does not escalate to war.

The media's mutual interaction with policy decision-makers in providing and obtaining information creates a conflictual relationship between both parties. This relationship can be extremely beneficial, I argue, if it is used with effective policymakers' cooperation and a clear understanding of the society's requirements, coupled with the responsible, investigative, and rational performance of media decision-makers. This paper examines the required rationality aspect of the reporters' performance and introduces the consideration of rationality that could be used effectively in times of wars and international political crises. Accordingly, it adopts game theory, a branch of pure mathematics, to study the United States-Iraqi Crisis and the 2003 War on Iraq, as examples. The use of game theory as a method in conflict and crisis analyses has introduced new ways of moving towards resolution. A conflict situation, according to this theory, is a game. It is designed here to show and analyze the media's involvement in wars and crises in terms of their rational performance in the face of ethical principles; mainly the investigation and verification of information obtained from policymakers. During the crisis management process, researchers assert the importance of paying more attention to indirect sources of information of adversarial decision-makers, particularly sources in the domestic media, and less attention to direct diplomatic communications. The paper's game-theoretic approach demonstrates that the investigation and verification function of journalism will enhance not only their performance but more importantly improve their relationship with the government, obviously through forcing the government to provide factual information and avoid misleading journalists.

Journalism ethics as social intuition

PAUL BJERKE

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THE RATIONALIST IDEAS of psychologist Lawrence Kohlberg have inspired much empirical research in the ethics of journalism practices. Kohlberg introduced a six stages/three level-model of moral reasoning, from a pre-conventional (childish) to a post-conventional (mature) level. At the last and highest stage, moral reasoning is based on abstract reasoning using universal ethical principles.

The findings of the Kohlberg-inspired research indicate that "journalists as a profession appear to be strong ethical thinkers" (Wilkins & Coleman 2005). Journalists' scores in the test match those of physicians, exceed both nurses and lawyers and are way ahead of the American people's average. The result confirms the outcome of earlier, smaller studies of the topic, and Wilkins and Coleman conclude that "in a time when the profession itself is under internal and external stress, it can't be said often enough: This study demonstrates that journalists are both good and subtle moral thinkers. The members of Investigate Reporters and Editors demonstrated that the understood both the obvious and subtle implications of deception. Furthermore, they were willing to engage in fine-grained thinking about the issue".

We may, however, present a different interpretation of these findings. Contrary to the Kohlberg tradition, Jonathan Haidt and other scholars of the "social intuitionist school" propose that moral reasoning does not cause moral judgment: "The central claim of the social intuitionist model is that moral judgment is caused by quick moral intuitions and is followed (when needed) by slow, ex post facto moral reasoning". (Haidt 2001). Following Haidt, the Kohlberg-inspired empirical tests do not measure the ability of ethical reasoning ability, rather the person's intelligence and knowledge.

Using the "social intuitionist model", my paper will discuss two hypotheses:

- i. Moral and ethical choices of modern, professional journalism are based on intuition, rather than reasoning
- ii. his intuition is based on a distinct professional morality of journalism, rather than "common morality"

The paper will use two sets of data, a quantitative survey of Norwegian journalists and editors and 31 qualitative interviews with Norwegian journalists and editors from all kinds of newsrooms.

The findings tend to support the hypothesis. Intuition seems to play an important role in the moral practices of journalists. According to the survey data, journalists only on rare occasions do "ethical reasoning", and there is a significant negative interdependence between journalistic experience and the frequency of ethical reasoning. In the qualitative interviews, a typical informant explains the moral practice in the newsroom in this way:

First you find out how you feel about it, and if you are convinced that's the right thing to do, then, if you are afraid of reactions of any kind, then you look at the (Ethical) Code and the verdicts or Court decisions, so we are able to support the stand we would like to take.

Finally, the paper will briefly use the findings to critically discuss Polanyi's, Dreyfus/Dreyfus' and Benner's theories of "tacit knowledge" as the foundation of professional judgement.

Receptions and Rejections: Professional Ethics of Indian Journalists

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CONCERNS ABOUT THE ethics of various journalistic professional practices, especially reporting methods in the digital era are important. Except for a universal agreement that confidential sources must be protected, there seem to be no universal norms or values that are upheld in the journalistic profession across the board from county to country (Weaver, 1998). Differing cultural traditions and social and political systems are possibly some reasons for this lack of commonality (Weaver and Wilhoit, 1996).

This paper, modelled after Weaver and Wilhoit's (1996) studies reports the results of a 2006 survey of professional ethics of Indian journalists that was conducted in four cities: Bangalore, Calcutta, Mumbai, and New Delhi. Indian journalists' rating of 18 ethical practices resulted in five factors: Breaking Trust/ Masquerading, Accepting Gifts, Disclosing Harmful Facts, Staging/ Altering Photographs, Paying/ Inventing Sources.

Breaking Trust/ Masquerading dealt with assuming aliases, using confidential materials without permission, using hidden recording devices, and not protecting sources. Accepting Gifts dealt with journalists accepting all kinds of gifts and perks from sources. Disclosing Harmful Facts reflected the journalistic practices of disclosing names of rape victims, juvenile delinquents, and harmful unnecessary facts. Staging/Altering Photographs dealt with using staged or digitally altered photographs to enhance news pages. Paying/ Inventing had two statements that dealt with paying people for confidential information and inventing fictional sources to procure saleable quotes.

On a five-point scale where a higher number was indicative of greater acceptance, means for the five practices in descending order were: 2.58 for Breaking Trust/Masquerading, 2.20 for Paying/ Inventing Sources, 1.95 for Staging/Altering Photographs, 1.88 for Accepting Gifts, and 1.62 for Disclosing Harmful Facts. Thus, journalists did not think these practices were acceptable.

Journalistic practices were also evaluated for actual frequency of performance. On a five-point scale where a higher number was indicative of greater frequency, means for the five practices in descending order were: 1.68 for Breaking Trust/Masquerading, 1.60 for Accepting Gifts, 1.46 for Staging/Altering Photographs, 1.46 for Paying/ Inventing Sources, and 1.29 for Disclosing Harmful Facts.

A relationship was found between acceptance and frequency of professional practices. The greater the respondent's acceptance of a questionable job practice, the more likely was the respondent to actually perform that practice.

This paper, an attitudinal profile of Indian journalists, provides data for the world's largest democracy that has a booming free press about whom little information is available. The study's most important methodological contribution is the culling and inclusion of practices that are specific to India. This survey of journalistic ethics, to the best of the authors' knowledge, is the first of its kind in India. It surveys the importance and actual performance of these questionable practices. It provides baseline data on important journalistic variables, thus establishing a benchmark so that long-term trends with regard to Indian journalists might be recorded either through longitudinal or cross-sectional studies. In India, where journalism ethics have not settled into a doctrine, findings of how journalists justify professional practices and the manner in which they may or may not perform them is important to understand especially when designing media ethics courses.

Ethics in Practice: A Case Study of Journalism Education in Britain and Taiwan

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COURSES ON JOURNALISM ethics have become an obligatory part of almost all professional training programmes for aspiring journalists. Recently however, concern has been expressed that these courses are becoming increasingly marginal and honorific, and that journalism teaching is increasingly focused on the practical business of producing saleable products in an increasingly competitive market. The trend towards tabloidisation that we witness in a number of countries, however, makes questions of ethics more relevant now than ever.

In the United Kingdom, there is a long established tradition of tabloid journalism dating back to the birth of the modern mass press in the late nineteenth century, although recent trends, particularly the increasingly intrusive coverage of celebrity life styles, have prompted renewed debate on the ethical issues it poses. In contrast, in Taiwan, tabloid reporting is a relatively recent development, fuelled by the intensified commercial competition that followed the ending of Martial Law. The arrival of new player, led by the flamboyant Hong Kong entrepreneur, Jimmy Lai and his hugely successful tabloid Daily Apple, has provoked widespread concern about the excesses of tabloidisation.

This paper presents a comparative study of practical ethics in these two contexts: the UK where there is a long established tradition of debate on press ethics and established professional codes and Taiwan where these features of the press system are still relatively new.

After reviewing and comparing the classical principles of press ethics developed in Western and Chinese systems this paper explores student's practical understanding of the issues involved and the contextual pressures that will shape their professional decisions. It is based on a pilot study which presented three ethically sensitive news scenarios of 16 final year undergraduate students taking degrees in journalism in Britain and Taiwan and asked them to comment on whether they would cover the stories and if so, how. The results reveal a gap between theory and practice together with gender and cross-cultural differences.

Deontology or teleology? An ethical analysis of first-person-account journalists' moral reasoning of victim coverage

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EVER SINCE THE early 1990s after the legal emergence of CATV in Taiwan, sensational news has become the mainstream in Taiwan's news media due to competition, especially in crime, justice and disaster beats and professional ethics has clearly deteriorated. Worse, as soon as Apple Daily is imported to Taiwan, which owned by a Hong Kong based company and notorious for their bloody, privacy-intruding and sensational pictures, it has been accelerating the trend of covering victims bloody and cruelly. Apple Daily even put a picture of a nearly-naked, raped, 9 year-old victim girl on the front page. The victim girl can be almost identified. The sensational way of covering victims becomes so common nowadays in both press and broadcast media, which causes severe criticisms.

How could a journalist cover victims bloodily and cruelly with no shame? Are they probably shamed of their reporting but couldn't help? This article assesses victim exemplifications in television news, and further analyzes the newsgathering recalls provided by

first person accounts (journalists) on ethical grounds. Are the journalists forced to interview victims unscrupulously by their superiors for the rating or due to other reasons? What is their moral reasoning? How do they feel about covering victims in this way?

Ten anecdotes are taken from the large body of stories in the researcher's previous study. The previous study is a content-analysis research regarding victim representation. The purposive evening news samples was drawn from 9 news channels in Taiwan, including networked and cable stations from September 1 to September 14, 2005 under the Taiwan National Science Council funding. Eight anecdotes are chosen for their vivid language and emotional power and two are not as sensational as others. The topics of ten stories are varied but all related to crime, disaster, and justice news beat and covered victims.

The journalists who made the news are interviewed to recall their newsgathering processes and moral reasoning. Five script journalists and five photographic journalists from six different news stations will be interviewed. Two teams from CTN and ETV were selected to check how script and photographic journalists to perceive their newsgathering similarly or differently. Both anecdotes and in-depth interviews are included to make the ethical analysis

The analysis draws on Land's point-of-decision pyramid (2006) and traces back the philosophic bases (utilitarian approach or communitarian approach) and fact, principles and values, and stakeholders and loyalties that interviewed journalists might have and concern. The Land's point-of-decision pyramid belongs to teleology. This study tries to answer if it is sufficient for journalists following only with teleology to avoid misconduct of victim exemplification or it is also necessary to emphasize on deontology to prevent possible twice hurt made to victims.

In addition, the study also tries to find the journalists' motivations of covering victims in an improper way. Based on the preliminary results, the analysis of newsgathering recalls finds that competitions and self-achievements are the reasons why journalists cover victims with less care of their feelings and willingness.

Joint Session Journalism Research & Education/ Psychology & Public Opinion

Exploring journalistic imaginations of audience through discursive psychology

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THE JOURNALISTIC IMAGINATION of audience is an important issue in journalism. The majority of research is at a macro-level which either emphasizes journalists' imagined audiences are products of the news institution or focuses on analysis of categories of the imagined audience. Despite these valuable contributions, they have almost neglected those imagined audiences are constructed by journalists in context, and are journalists' tool to deal with everyday work. This study uses discursive psychology to examine how journalists construct their imagined audiences with language and use 'the audience' to do things, especially paying attention to how journalists make use of the audience to transfer their responsibilities and justify themselves.

Based on a qualitative discourse analysis of depth interviews with 9 senior news anchors, this study shows that journalists establish different kinds of imagined audience to deal with various tasks, and producing contradictions and conflicts between these imagined audiences is normal. Moreover, it is found that journalists use the audience not only to confirm their professional status,

but also to avoid their responsibilities such as being well prepared for the interview and clarifying what interviewees say.

By examining journalists' language use and rhetorical organization, this study leads to a better understanding of the dynamic process of journalistic imaginations of audience, and furthermore, offers journalists discursive resources to build a different concept of audience.

Audience reactions to TV news topics: An empirical study in Belgium

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THE AMOUNT OF coverage in international (Hoge; Franks) and political news is declining steadily in most countries and in most media. In television news, although the situation varies considerably from country to country (Heinderyckx), the coverage of foreign news is also narrowing in its scope to cover mostly war, terrorist attack and disaster situations (Glasgow Media Group). One justification for reducing the means and editorial space allocated to foreign and political news is the alleged reluctance of audience towards these stories.

This study investigates the extent to which television viewers tend to switch away from television news during segments devoted to foreign news and to political news. In doing that, we try to identify the types of news items that appear to be the most deterrent to audiences.

Based on a sample of the main television newscasts on Belgian television, namely those of the Dutch and the French speaking public broadcasters (VRT and RTBF), and of the leading Dutch and French-speaking private broadcasters (VTM and RTL-TV1). A sample of 14 newscasts per channel (total sample: 56) was first divided up in single-story segments that were timed and coded.

The coding is based on an innovative 30 category typology developed within an international consortium conducting a similar study in Germany, Switzerland and France. This new coding scheme is an attempt to go beyond the classic categories that were considered inadequate for the purpose of this study.

On the basis of these categorised segments, our study evaluates the extent to which each segment and each news category appears to be unattractive to viewers. A variable was constructed for the purpose of this study, based on audience data and combining an evaluation of the number of viewers who turned away from the programme during each segment combined with the estimated number of viewers present at the time (segment rating). The "ZAP" factor is used as a new way to determine the type of news segments that appear to be most unpopular with the audience.

The combination of the new typology of news genres and of the innovative way to measure the negative reactions of the audience sheds new light on news selection and prioritization in television newscasts

Madeleine McCann: The greatest story of public opinion seduction

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EVERY YEAR, MANY children disappear; the incidence of missing children has risen sharply in the last decades. Even in Portugal, where the rates of violence and crime are not as high as in many other countries, many cases of kidnapping or crime involving children are known. And as in other countries, media use to report on these kinds of issues. However, Madeleine McCann disappear-

ance has something different. Many factors contributed to keep her disappearance in the top of mass media agendas for so much time. The little four years old British child disappeared from the resort that her parents were staying in Portugal on holiday. The fact that the case concerned tourists spending time in a well-known place of Portugal introduced an extraordinary character to this occurrence. It was evident since the very beginning of the story that this would become a diplomatic issue too.

Two different judgments grew quickly among the public opinion: one segment tried to blame the parents who let the children alone while having dinner in a restaurant in the neighbourhood of the apartment; another one showed a surprising solidarity to the family. Devoutly Catholic, Maddie's parents found, in general, in Portuguese people a very strong support. During months, journalists focused attention in the police investigation. During months, McCann developed a very persuasive campaign to keep Maddie in public sphere. But nothing really new was being reported by journalists. So, why was the story gaining each more interest in mass media? How much is McCann's public relations convincing?

Analysing how newspapers and TV report on this case since the beginning, especially Portuguese media, we will attempt to answer this main question: what made of this case one of the greatest stories of public opinion seduction? The case seems to be an endless mystery. Is this enough to explain why journalists and concomitantly public opinion maintain a certain interest in a happening of which almost nothing new is known since May 2007? What should we learn about the relation between journalists and information sources concerning this case? Which lessons did ombudsmen and experts take of this particular media covering? How much may mass media influence public opinion and how much may public opinion expectations force journalists to report on an issue?

Transnational journalistic fields? Tracking the local and global in professionalism

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ELISABETH EIDE,
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RECENTLY SEVERAL RESEARCHERS have taken up Pierre Bourdieu's 'field theory' as part of an attempt to make sense of the position of journalism in institutionally differentiating landscape of late modern societies (cf. Benson & Neveu 2005, Schultz 2007, Eide 2006). One of main advantages of this concept is that it opens up both the internal dynamics of how journalistic discourse (genres, news values, changing newsroom organization and practices). At the same time, however, the concept enables us to elaborate on the interface between the journalistic field and its contexts. Drawing from an international comparison based on case study of how the so called 'Muhammad cartoons' were covered in various countries (Kunelius et al. 2007) this paper aims at mapping some of the ways in which the contextual factors (the other institutional and symbolic fields that create the working environment of the journalistic field) can influence the way in which the professional field of journalism works. Countries compared range from US to China, from Israel to Pakistan, from Russia to UK and from Finland to France. The paper points at comparisons on how different contextual factors such as national identity (representations of history), press law (legal regime), definitions of multiculturalism (immigration policy regime), and media system (media economy regime) created diversities in this debate and coverage.

By reading through such comparisons the paper aims at showing both some of the overarching forms and values that professional journalists seem to share in different countries as well as underlining the fact that journalism is – despite the hubris about global media - still very much embedded in local political, cultural and institutional contexts. An increased and empirically sound understanding of ways in which journalism on the one hand remains rooted in the local sense-making practices while on the other hand operates in a globally new kind of environment of news and information flows (and structures) is an essential element of any discussion about a possible global public sphere and the role journalists might play in bringing part of that about. The case of the Muhammad cartoon offers an interesting but not exceptional transnational news event which challenges journalism in somewhat new way in both these dimensions

Cyberspace and the Dynamic of Identity Formation: A Tocquevillian Perspective

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THIS PAPER CONSIDERS the capacity of cyberspace to serve as turf for the formation of communities based on the rejection of offline democratic societies and on the dynamics of alternative identity construction. Analyses of the Internet's social ramifications often take as their starting point Marshal McLuhan's vision of a 'global village'. However, this hinged on the uni-directional potentialities of the radio and TV. The Internet differs in that it is interactive, providing nodes where individuals sharing common interests can come together. Tocqueville offers a better frame of reference. In America, he argued, geographical size enabled people to join communities of like-minded citizens in which they could collaborate in getting things done. On the face of it, the cyberspace and real space are not analogous. . Internet users do not actually converse in the "real world" and consumer -supplier networks or even 'chat rooms' are not productive of stable affect-bearing relationships based on shared values and future visions, all of which we associate with the term "community". The analogy may apply only in the negative sense. Internet networks disseminate knowledge in an egalitarian manner and link interested parties in real time, thereby empowering members to circumvent services hitherto offered by various concrete organizations. This tends to loosen bonds and foster individualism. Yet, the phenomenon of national or international Internet mediated hate groups points elsewhere. All societies contain fringe elements and anti-social individuals. Legal means and the 'spiral of silence' serve to isolate these and to deter potential recruits, and thereby to contain the development of corporate identities based on the rejection of core societal norms. The cyberspace offers such individuals an outlet free from such oppressive environments. Furthermore, it offers stable meeting grounds for likeminded persons where common interpretations of the past, definitions of the current reality and visions of the future may be forged. Internet contacts can obviously enhance pre-existing bonds. The reverse holds equally true .Internet communities may well serve as a basis for the formation and development of concrete ones. This could well pose a mounting challenge to offline societies.

Media Discourse and Identity Perception about New Political Policy

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TODAY'S POLICIES DESIRE ethnical, religious, sexual and cultural identities to define themselves with their own identities on public platform and new policies are shaped with the pressure from these new identities. Steadily increasing their presence on public platform, these identities further demand rights and liberties, which are perceived as a threat by other identities that conform to general structure of the society. This threat perception results in polarization of the society on the basis of us, and the others. Such polarization in society carries along with it conflicts and the media's perspective on these identities further marginalizes these identities, pushing them further away from one another. In fact, the media enflames the conflict environment between identities through emphasizing differences between others and us.

In the study, "Media Discourse: Socio-Political Analysis of Armenian Conference", it has been emphasized that the demands of ethnic, sexual, religious, cultural and many other identities in social life for their rights and freedom that increase parallel to their desire to display themselves and create space in the public sphere for themselves are the main determiners of political discourse. How does new politics meet these demands in the period when the respective identities require more rights and freedom with respect to the previous ones when they encounter with a new structure? What is the position of the media in this discourse?

In the frame of this study, the transformation of the media in social life during the period that witnesses the changes in today's concept of politics with the influence of liberalism and particularly as a result of the process in which the dominant approach of modernism substituted by more liberal policies as well as its perspective towards the identities will be analyzed.

In this respect, we have studied news pieces by 5 newspapers in the Turkish media on "The Ottoman Armenians During Fall of the Empire: Scientific Responsibility and Problems of Democracy" Conference, published between September 24 and September 26, 2006. We have preferred rhetoric analysis method so as to demonstrate how newspapers constructed and put into text form news on the matter, to identify the rhetoric in those texts and to interpret the meaning structure concealed in underlying structure.

Children's magazines as the 'Life Coach' of Turkish children and as a means of 'cultural cognition' in Turkey

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AS THE ADULTS OF the future, the cognitive processes of children convey some clues about how the future will be shaped. Therefore, establishment of the factors determining the cognitive processes of children has a strategic importance. While Piaget emphasize that the discoveries of children predominantly play a role in their mental processes, Vygotsky acknowledges that on the basis of thinking are the social interactions. In other words, Piaget stresses that intelligence gets mature inside, then reflected outside, whereas Vygotsky denotes that intelligence starts in the social environment, then reflects itself inwards. That is, "high" cognitive functions are initially seen on the socio-cultural level, but later formed on personal level. According to Vygotsky, children gain their cognitive skills through the guidance of adults and more mature people. Vygotsky asserts that although children are born equipped with many physiological and psychological tendencies serving to provide basis for human functions, their skills are shaped mostly by cultural practices and the intellectual systems

of the groups that they find themselves in. As a consequence of this interaction, children achieve all the accumulation of knowledge and gain new and sophisticated mental skills that they will use later to solve problems they encounter.

Children begin to learn from the people around them as well as their social worlds. The source of the concepts, ideas, phenomena, skills and attitudes that children acquire is the social environment. The environment and culture that children are in determine the type and nature of the stimuli provided to them. The source of cognitive development is the interaction between culture and individuals, prior to the psychological processes. Cognitive development displays a development from the actions determined by the others to the actions that individuals organize by themselves.

The ideal of modern society has given great importance to individuals and individuality with the influence of humanistic thinking. The struggle for individual rights has enabled people to rescue themselves from the oppressive dominance of the groups they

belong to. However, this situation has also caused individuals to get alienated in society. The transition from traditional families to nuclear families is the result of this process. Competitive nature of modern society and the activities of women in working life are the factors that have affected the structure and interaction of families. The parents that can spend less time with children have been replaced by some other cultural elements. The improvements in the media as well as the media technology have created significant effects on the mental, social and cultural developments of children. Our purpose in this study is to determine how the texts in the media that are assumed as "a means of cultural learning" are coded. Thus, by analyzing the children's magazines issued in Turkey with qualitative content analysis method, the messages that these magazines code for children, pertaining to social life, values, problems and also the solutions to these problems will be analyzed.

Psychology and Public Opinion Section

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Panel 1: Mediatization

CHAIR AND RESPONDENT: FRIEDRICH KROTZ

THE AIM OF THIS PANEL is to develop the notion of mediatization both as a concept within a broader theoretical framework of media-society interconnections as well as an analytically useful concept to guide empirical research. The panel discusses existing theoretical work on mediatization as regards related concepts of media logic and mediation, and suggests its relevance for the understanding of institutional changes of high modernity. Theories of mediatization must be grounded in empirical research, and the panel presents results that suggest a more levelled approach in the study of interdependence between media and politics as regards both the impact of media on political institutions and the audience's perception and interpretation of political news and discussion on television

Questioning the 'media logic' of mediatization processes

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DAVID ALTHEIDE AND ROBERT SNOW'S book *Media Logic* (1979) has had a great impact in the research on mediatization processes in media studies (e.g. Asp, 1990; Hjarvard, 2008; Mazzoleni & Schultz, 1999). In a recent piece Altheide (2004) summarizes the meaning of the concept: 'Media logic refers to the assumptions and processes for constructing messages within a particular medium. This includes rhythm, grammar and format.' The mediatization processes (that Altheide & Snow, 1988, term 'mediation') become visible in the institutional transformations: 'when media logic is employed to present and interpret institutional phenomena, the form and content of those institutions are altered' (Altheide, 2004, p. 294).

In a recent article Nick Couldry (2008) criticizes theories of mediatization for operating with a linear transformation from 'pre-media' (before the intervention of specific media) to 'mediatized' social states. Couldry finds these theories understanding media as working from a single source and in a common direction, a transformation of society by media, through a single 'media logic' that is completely replacing older logics across the whole social space.

The paper will address this claim through a critical re-reading of *Media Logic* with an analysis of its underlying influences from Georg Simmel's work on social form. Altheide and Snow (1979, p. 15) regard form 'a processual framework through which social action occurs. Media logic constitutes such a form.' The paper questions whether the concept of 'media logic' still could make a conceptual core in nuanced or heterogeneous theorizing about the transformation processes inherent in 'mediatization'.

Mediatization – An Institutional Approach

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UNIVERSITY OF COPENHAGEN, DENMARK

THE AIM OF THIS PAPER is to discuss and qualify the concept of mediatization as a part of a general media sociology. Schulz (2004) suggests that mediatization of society is characterized by extension, substitution, amalgamation, and accommodation to media, whereas Krotz (2007) considers mediatization as a long term meta process of society on a par with individualization and globalization. Thompson (1995) places mediatization within a

general framework of modernization theory, in particular emphasizing the disembedding functions of media.

After reviewing current discussions of mediatization, this paper suggest an institutional approach to the mediatization process. As such mediatization is to be considered a specific double-sided process of high modernity in which the media on the one hand emerge as an independent institution with a logic of its own that other social institutions have to accommodate to. By media logic we understand their institutional and technological characteristics, including the ways media allocate material and symbolic resources and work by formal and informal rules. On the other hand, media also become an integrated part of the inner workings of other institutions. Thus, institutions experience an »inner« mediatization, because more and more of their activities are performed through media, and an »outer« mediatization, because they increasingly become dependent upon the general communicative resources of the media institutions.

Mediatization of politics – a reality check

TOM MORING & JURI MYKKÄNEN
UNIVERSITY OF HELSINKI, FINLAND

MEDIATIZATION HAS BEEN presented as a universal development related to professionalization of media and broad changes in the social structure of society (see abstract by Hjarvad). Early studies in this field (Hernes 1978, Asp 1986) have suggested that the process includes profound changes in the preconditions, modus operandi, and outcomes of democratic process. While there is evidence in favour of such assumptions, the scope and effects may have been severely overrated.

This empirically driven paper looks at mediatization of politics in the context of Finnish parliamentary elections from 1991 to 2007. The particular relevance of this longitudinal one-country study lays in a unique combination of factors pertaining to this case: media regulations were lifted in the early 1990s; Finland has a multi-party system; elections are based on voting for individual candidates, not for party-lists; and election campaigning is more or less unrestricted, allowing for example paid political advertising on television without time or financial constraints. All in all, the country appears to be an ideal case for mediatized politics. Opposite to expectations rising out of mediatization theory, the Finnish political system has, however, remained stable with relatively small between-party mobility in the electorate and a markedly stable relative support for the leading parties (Moring, 2005). The paper discusses the relation between structural factors that maintain stability and empirically observable tendencies of mediatization effects, suggesting a more levelled approach in the study of interdependence between media and politics.

"Mediatization of politics. The audience's assessment"

TORIL AALBERG & ANN IREN JAMTØY
NTNU, NORWAY

HOW DO THE AUDIENCE assess politics presented in news and TV-debates? This paper presents an empirical study of how the public view the presentation of political matters on television. The purpose is to investigate whether the programmes are considered informative and enlightening or whether mediatization is assumed to give an adverse presentation of political parties, candidates and issues. Based on a representative sample of the Norwegian population, this paper will present empirical evidence that show how different audience segments view the mediatization of politics differently. Although all groups agree that there is a high degree of mediatization of politics on television, the large-scale consumers

perceive the news and TV-debates as much more informative than what the ritualistic and the alienated audience segments does. There are also significant differences based on the audiences' educational background and political interest. The results does not suggest that the level of perceived mediatisation has a negative impact of electoral behaviour, but those who perceive the television programmes as informative have significantly higher levels of political trust and efficacy.

Panel 2: News and Information

CHAIR AND RESPONDENT: HILLEL NOSSEK

Terrorism, Islamic fundamentalism and the Brazilian social imaginary.

JACQUES ALKALAI WAINBERG
CATHOLIC UNIVERSITY OF RIO GRANDE DO SUL, BRAZIL

THIS SURVEY AIMS (1) to evaluate the impact of contemporary political and philosophical ideas regarding the Al Qaeda/USA divide in the Brazilian public opinion and (2) to describe the Brazilian contemporary mental and cultural map regarding this issue. It was applied in Porto Alegre city in the August-November/2007 period. This Questionnaire asked the 370 respondents to express their views regarding a number of arguments presented by two Brazilian schools of thoughts. The first group was labeled as »native Occidentalism« and the second as »native Orientalism«. Both are the ways Brazilian intellectuals and other interpreters of reality in the country adapted the propositions of Edward Said in Orientalism and Ian Buruma & Avishai Margalit in Occidentalism. The west in the eyes of its enemies. These Brazilian propositions regarding such topics as terrorism, Al Qaeda, Islamic fundamentalism, clash of civilizations, war in Iraq and Afghanistan, among many others, were found in 48 books published in Brazil in the September 11th, 2001 and July 31st, 2006 period.¹ Essays of a great variety of polemicists disseminated in the web in the same period were researched through selection by using those same key words. A summary of both political discourses is presented. The results are quantitative and graphics illustrate the ways Brazilians are following international events and how they are processing them. The results show how strong »occidentalism« is among the public, and how far is the Brazilian mood regarding the political agenda of major international players. It is possible to say that among many markers of this Brazilian mentality, or social imaginary and mind set, the hostility against the USA is the strongest. Other markers are: strong nationalism, hate against George Bush, capitalism, liberalism and Globalization. Islamic terrorism is not in the Brazilian political agenda. Among many respondents, violence against Americans is welcomed. Culture differences are not regarded as an important geopolitical factor. Among Brazilian, state terrorism is more real than Al Qaeda and the actions of its militants. Events like the wars in Iraq and Afghanistan, and religious terrorism, are seen too far to be considered emotionally by Brazilian citizens. In other words, the Brazilian public opinion is very far away from feeling the tension and pressure under which other citizens of other countries live under. Orientalism is strong because it provides intellectual means to be critical of the west and its colonial role of the past.

Therefore, the Brazilian social imaginary is very much open to a number of criticisms that Osama bin Laden makes against liberalism as a whole.

News Framing Effects on Discrete Emotional Responses

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HYUN JOO SONG, HALLYM UNIVERSITY, KOREA
HYUN SUK KIM AND JUNE WOONG RHEE, SEOUL NATIONAL UNIVERSITY, KOREA

NEWS FRAMING STUDIES have been typically concerned with how people's cognitive responses are affected by different ways of presenting, or framing, an issue or event. In this paper, we investigate whether different news frames also lead to different patterns of emotional responses. Drawing on 'the discrete emotions approach' and 'the cognitive appraisal models of emotion,' we explore (1) whether news reporting elicits distinctive forms of discrete emotions (not just positive or negative emotions with the same valence and arousal levels), and (2) whether different ways of news framing lead to those particular kinds of discrete emotions depending on specific cognitive appraisals such as 'attribution.'

Most studies looking at affective responses as the effect of news coverage take a valence-based approach, contrasting the effects of positive versus negative feeling states. The approach has not specified if and when distinct emotions of the same valence can be drawn from news coverage on similar objects or events. Alternatively, following the discrete emotions approach, we posit that each emotion is constructed by a tendency to perceive new events and objects in ways that are consistent with the cognitive appraisal dimensions of the emotion.

Different people often experience widely varying emotional reactions to similar objects and events. These differences can be accounted for by different appraisals of the situation at hand. Since the appraisal process is cognitively construed, it should be closely associated with the ways in which people cognize objects and events. Thus different appraisals can be affected by different versions of news frames that diversify people's interpretations of objects or events. Among various appraisal dimensions, '(causal) attribution' provides a strong connection between news framing and the cognitive appraisal process.

Agency-related appraisals account for one of the largest amount of variance when distinguishing between emotions (i.e., distinguishing between emotions of the same valence) (see Ruth, Brunel, and Otnes, 2002). In particular, it is expected that agency appraisals relate to whom or what is the perceived cause of an event (i.e., oneself, someone else, or circumstance). Consistent with their underlying agency appraisals, it has been shown that anger is more likely to be related to blaming someone else for a problem, while sadness is more likely to be related to blaming the environment (Keltner, Ellsworth, and Edwards, 1993).

This study attempts to add to the literature by addressing the following two research questions: (1) whether different news frames on the same social situation generate different discrete emotions (of the same valence and the same arousal level), and (2) what kinds of discrete emotions are specifically induced from different news frames varying on 'causal attributions.' We suggest that if people's emotions rest on the nature of the cognitive assessments they make of a situation, then changing the nature of the available causal explanation should influence their emotional responses as well as judgments. In other words, different emotions may result from changing the locus of attribution: Attributing problems to the circumstance/environment, other person, or oneself may lead to different emotions of the same valence (...).

From Standstill to High Thrill: Media Manipulation between the Lebanon War and the Iranian Bomb

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CONVENTIONAL COVERAGE OF conflicts is characterized by lack of context and a penchant for the over dramatic and sensational due to the working reality of reporters in the multi-channelled news media and contracting attention spans in the age of mass consumerism and hyper gossip. Due to its belligerent and confrontational character of presenting conflicts in an assumingly attractive manner, conventional journalism has earned the synonym of 'war journalism'. One of its most propitious tools is manipulation. This article focuses on media manipulation exercised in the summer of 2006. Public attention in Israel was gradually and steadily shifted from the Lebanon War to the Iranian nuclear threat as the former turned from a sweeping operation to annihilate Hezbollah to a lingering and grueling house-to-house combating. In an elusive journalistic coverage, the center of attention was consciously altered from military stalemates and battle casualties to emerging global threats and admonitions from Teheran. This paper intends to illustrate the process of diversion from one topic to the other, from one geographical arena to another and from one manipulated atmosphere which fell to disservice by destabilizing the status quo to one that ostensibly promotes solidarity and union.

The Relationship between how we watch Television News and What we get: From Agenda Setting and Uses & Gratifications Perspectives

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THIS STUDY AIMS to investigate the plausible relationships between content of television news, motivations of television viewing and their effects on issue perception of television viewers. We combined agenda setting, uses and gratifications, and framing as a theoretical framework to explore possible negative effects of dramatized television news content. Due to the rise of 24-hour cable television news stations in Taiwan and fierce competitions among the stations, the nature of television news has become more sensational and superficial than ever before. Issues and events that are not conflict oriented have no market values in television news business, and then they will not appear on television screens. Therefore, I argue that heavy television news viewing will be related to agenda-poor phenomenon. Furthermore, while certain issues are more popular and emphasized on television news, I argue there will an issue convergence on those heavy television viewers. That is, heavy television news viewers will have greater tendency to hold more of similar »most important problems« about Taiwan than those of light television viewers. That means people who watch more television news will have less diversity on important issues on their mind than their counterpart. In addition, because television news tends to dramatize some of the issues, audience will perceive those issues differently from other less dramatized ones. Due to dramatized frames issues may not be perceived more important.

According to the uses and gratifications perspective, audiences differ in the gratifications they are seeking from the mass media, and these orientations may be related to certain social conditions and functions or personality dispositions and abilities. These orientations result in assorted media use patterns and a variety of media effects (Palmgreen, Wenner & Rosengren, 1985). Therefore, I argue that the agenda setting effects on people with entertainment-seeking motivation will be different from those with infor-

mation-seeking motivation.

This study proceeded from a quantitative content analysis of the prime time television news in the four major television stations from October 23 to December 8, 2006. Right after content collection and analysis (n=4,064), acquiring the most important issues on television at the time, I conducted a national survey, consisted of 1,067 residents in Taiwan, to obtain their most important problems, their television viewing patterns and motivations of watching television news.

The results showed that, overall, there was no significant correlation between the television's agenda and viewers' agenda. However, people with entertainment-seeking motivation bear more issues that were previously emphasized on television. As we expected, time spent on television news can not predict issue divergence. However, information-seeking motivation and attention positively predicted issue divergence.

Media Representations of Children – Elements of Analysis

SARA PEREIRA, PAULA CRISTINA MARTINS & RUI RAMOS
UNIVERSITY OF MINHO, PORTUGAL:

THIS PAPER PRESENTS an ongoing research project known as Representations of Childhood - media discourses on children at risk. Starting from the recognition of the current powerful role played by media as a device of psychosocial relevance, it addresses fundamental questions regarding Portuguese media coverage of children's issues, particularly of child maltreatment.

Conducted by a multidisciplinary team of researchers of the University of Minho (Portugal) and funded by the Portuguese Foundation for Science and Technology, this investigation assumes that media influence receivers' attention, revealing or concealing different aspects of reality. In this way, media attention circumscribes peoples' attention, contributing to define whose phenomena are social problems. Offering univocal readings of events that substitute the actual events, media objectify reality, demanding for themselves the image of credible organisations. This way, media operate as strategic actors that shape meanings, defining social priorities and setting the social agenda. In this context, the growing mediatization of cases of potential risk for children or actual child maltreatment constitutes an important theme of technical analysis and academic debate.

In detail, this research project aims:

- (a) to characterise, from a quantitative and qualitative point of view, the news about children in Portuguese Mass Media;
- (b) to identify the actions, agents and contexts considered to be of risk and, reversely, the actions, agents and contexts regarded as normative for children;
- (c) to describe the mechanisms of discursive construction of the notion of child risk in media;
- (d) to identify the implicit and explicit messages underlying the news on child abuse and neglect;
- (e) to recognise the trends as well as the differences in media coverage, especially the issues of children's lives selected as news items by the different types of media analysed (television and press).

This research is focused on the analysis of Portuguese daily press (4 generalist newspapers) and Portuguese TV (1 public channel and 2 private channels) during the calendar year of 2008. It was preceded by an exploratory study, which examined the same media during the first quarter of 2006.

Data, collected on a daily basis, was analysed in the threefold dimensions of (1) content, (2) news construction and (3) linguistic construction of discourse.

Particularly attention will be given to the agents implicated, the actions, behaviours or omissions involved and the relational dynamics and social context in which the reported events occur. These three aspects will be discussed in the scope of the ethical

and legal framework of children's rights and of the theoretical perspectives of psychosocial development and intervention, particularly with children at risk and maltreated children.

All these contents will be examined taking into account the journalistic construction of the news, that is to say, the journalistic genres used, the sections in which these news usually appear, the main sources of the reported information, the relevance of the news (local, national and/or international) and the way news are developed and elaborated, particularly in their graphical aspect.

From a linguistic point of view, the recurrent discursive formations or textual typologies of these discourses are critical to understand the enunciative mechanisms associated, taking into account that language is shaped by argumentative and manipulative goals.

The results of this preliminary study as well as data related to the first semester of the current research will be presented and discussed at the IAMCR Congress.

Panel 3: Digital Media: Mobile phone and new forms of Public Sphere

CHAIR AND RESPONDENT: FRIEDRICH KROTZ

Cultural influences on Mobile Phone Use and Satisfaction

VIKANDA PORNSAKULVANICH & NUCHADA DUMRONGSIRI
ASSUMPTION UNIVERSITY, THAILAND

GENERALLY, PRIOR STUDIES on mobile phone use emphasized the usability issues (e.g., Ishii, 2006), mobile phone policies and controls (e.g., Qiu, 2007), and motives and perceptions for using mobile phone and Short Message Service (e.g., Carroll, Barnes, Scornavacca, & Fletcher, 2007; Leung, 2007; Muk, 2007; Pornsakulvanich & Dumrongsiri, 2007). Few studies examined mobile phone use on the cross-cultural perspective (Lee, Kim, Lee, Kim, 2002). We still do not know how cultures affect mobile phone usage behaviors, perceived values, and communication satisfaction when using mobile phone.

There is a need for further research to help clarify the interrelationships among cultures, mobile phone usage patterns, and effects. Academically, this would expand the body of knowledge of new media technologies, cultural differences, and interpersonal communication. Practically, this research would help service providers and product manufacturers better understand consumers' satisfaction in day-to-day communication via mobile phone and realize how businesses can adapt service features in response to cultural values and needs in different countries.

Thus, this study aimed to examine differences and relationships among cultures (i.e., horizontal, vertical individualism and collectivism), perceived values (i.e., functional, emotional, social, and monetary values) of mobile phone use, the amount of mobile phone use, and communication satisfaction. Six research questions were posed to explore cultural differences in perceived values of mobile phone use, the amount of mobile phone use, and communication satisfaction and the interrelationships among perceived values, the amount of mobile phone use, and communication satisfaction.

This study employed a cross-sectional design in which data were collected from two groups of participants: Thais and foreigners. A total of 764 samples included 399 Thais who resided in Bangkok and adjacent areas and 365 foreigners who had lived in Thailand for less than one year participated in this study. Self-

administered questionnaire was used to determine differences and relationships among variables including cultural influences, perceived values, mobile phone use, and communication satisfaction.

Overall, cultures influenced people's perceived values of mobile phone use but did not affect the amount of use and communication satisfaction. Instead, how much people used and were satisfied with mobile phone depended on their perception of how mobile phone could benefit them in different ways. More specifically, the results indicated that vertical collectivists tended to value functional benefits of mobile phone more than did horizontal collectivists. Moreover, perceived values of mobile phone use predicted the amount of use and communication satisfaction. People who perceived that mobile phone could gratify their functional, emotional, social, and monetary needs tended to feel satisfied with their communication via mobile phone.

Adolescent Networks and Mobile Communication as a Strategic Ritual of Participation

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ADDRESSING THE INCREASING diffusion of new media technologies as a main characteristic of communication in the 21st century, this presentation aims at exploring strategies of participation in adolescent relationships by focusing on topics, types and contexts of communication with visual mobile phone content. Empirical findings are based on 400 pictures, animations, photos and video clips that are examined in line with in-depth interviews with ten adolescents age 12 to 17. The theoretical foundation integrates assumptions from developmental theory and phenomenological network concepts and refers to the concept of »Mediatization«. According to Krotz (2001) this meta theory and long term process describes the integration of »new« together with »old media« in to the everyday life of people and its consequences for individual and social life, culture and society.

Within this framework adolescent relationships can be conceptualized as dynamic social networks of negotiated meanings that are intertwined in processes of mediated communication. As an indispensable, personal and multifunctional medium the mobile phone holds an important position within these communication processes and provides different or even new possibilities to deal with developmental issues. One of the most important challenges in adolescence lies in the negotiation of peer-relations closely connected to the definition of individual and social borders as well as the aim of feeling accepted, integrated and self-assured.

Against this background, adolescents exchange pictures and video content by using the Bluetooth function of their mobile phones². The shared content refers to favourite music stars, TV shows or films, portrayals of everyday life situations but also to sexuality or violence. Typical sharing situations are during and after school, while waiting together at the bus stop or spending time at parties or other weekend activities. Considering the process of communication itself, adolescents are able to obtain almost any picture, photo or video clip they want from another mobile phone owner, whereby getting it subsequently means passing it on to the next person in the network. With regard to the shared content the person who is able to acquire the funniest, most embarrassing or even most violent pictures or video clips is considered the coolest, most admired member in the network. Hence, the exchange of mobile content can be described as a strategic ritual of participation. It is not confined to the communication between two adolescents, but rather directed towards the integration of one person into a net of relations. In doing so, the process of sharing itself is almost more important than the content shared. Adolescents who do not own a mobile phone with Bluetooth feature are excluded from an important ritual that inter-

links peer-relations. The changes occurring from these communication processes are associated with consequences for the socialisation in adolescence but also with questions concerning the legal protection of minors and media literacy.

Virtual Worlds as Public Sphere (Second life)

YUVAL KARNIEL, AMIT LAVIE DINUR, THE INTERDISCIPLINARY CENTER, ISRAEL, SUSANNA PRIEST, UNIVERSITY OF LAS VEGAS, U.S.
DORON FRIEDMAN, THE INTERDISCIPLINARY CENTER,
ISRAEL LAWRENCE MULLEN UNIVERSITY OF LAS VEGAS, U.S.

SECOND LIFE IS a virtual world created by Linden Labs in which users engage in various activities, including entertainment, hobbies, and commerce. We are conducting a cross-cultural study involving the Hank Greenspun School of Journalism and Media Studies (JMS) in the US and the Sammy Ofer School of Communications (SOSC) in Israel of the implications of what is becoming a new popular communication channel—that of online virtual communities. We are looking at Second Life (SL), which boasts over 10 million registered users (<http://www.secondlife.com>), as a pilot site for initial exploration where we can study the ways in which interaction in virtual world might compare to interaction face-to-face. Can the Internet provide a virtual Town Hall atmosphere that will facilitate free and open discussion of contemporary controversies? This is clearly related to the overall conference topic of »Media and Global Divides« in that Internet-based virtual worlds have the potential of bringing together people from around the world, regardless of the geographic barriers and national borders that otherwise divide them.

Journalism is a set of relationships between news markets, principles and ethics, and these all play a role in SL, just as they do in other human societies. Virtual environments have already been recognized as providing exciting research opportunities for social scientists. We plan to examine how the characteristics of such environments (in which participants may assume any visual identity they choose, potentially freeing themselves from restrictive racial, ethnic, gender, and even species identities) may facilitate political, religious, scientific-technological, and health debates, and how these characteristics may lead to a new type of experience—a possible extension of the public sphere.

In political science and media studies the public sphere has often been regarded as the fundamental link between citizens and politicians. For Jurgen Habermas, one of the fundamental purposes of the public sphere was to reach a common understanding based on political discussion among citizens taking place outside of formal governmental institutions but that could provide guidance for political decisions. Other theorists such as James Fishkin have emphasized that the public sphere ought to be a place for democratic education and enlightenment. Modern societies often lack these kinds of opportunities, however, a limitation that is particularly important as we enter an age in which many pressing policy issues are national, international or global in scope, such as mitigating global climate change or responding to global overpopulation.

Scholars claim that the notion of public sphere can be projected into cyberspace. As Hauben notes, »the free wheeling and rambling discussion that the online medium makes possible« opens new opportunities for constructive political dialogue. Our project, which will initially involve comparing face-to-face and online discussions by US and Israeli students on topics of global significance, is intended to explore and document whether the potential that scholars have envisioned can actually be realized.

Is Medium the Message in Pornography? Comparing the Third-person Effects of Internet Pornography with Pornography in Traditional Media

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THE IMPACT OF Internet pornography has been a social concern and a focus of media effects research over the past 10 years (Lo & Wei, 2002, 2005). This study examines the influence of exposure to Internet pornography from a comparative approach. That is, we seek to compare the perceived effects of exposure to Internet pornography on adolescents and with that of traditional forms of pornography. Results of our study will shed light on the question whether media in which pornography appears enhances and amplifies the effects of pornography.

Theoretically, our study was framed in the third-person effect theory (Davison, 1986). We tested both the perceptual (e.g., people tend to perceive others to be influenced by the media) and the behavioral component (e.g., the relationship between third-person perceptions and support for restriction of pornography). Moreover, in predicting behavior intention, we explore whether and how the second-person effect would be a more reliable predictor of support for restriction of pornography than would the third-person perception.

Guided by a multistage cluster sampling plan, the sample was drawn from 15 randomly selected high schools and middle schools from a pool of 67 high schools in Taipei, Taiwan. Three classes were randomly chosen from each school. The self-administered questionnaires were distributed in classes during a three-week period from April 28 to May 19, 2006. The completed sample totaled 1,688.

To explore the relationship between pornographic media exposure and the third-person effects, partial correlations were performed. As shown in Table 2, with the exception of the relationship between perceived harmful effects of exposure to pornography on electronic media on self and perceived harmful effects of exposure to Internet pornography on self, all the partial correlation coefficients were statistically significant after controlling for gender, age, GPAs, and religious belief. These findings indicate that exposure to pornography both in traditional media and on the Internet were negatively related to perceived effects on self and others.

To examine the relationship between the third-person effects and support for restriction of pornography on the Internet, three hierarchical regression analyses were performed (Table 3). The results showed that both perceived effects of Internet pornography on self and on others were significantly related to support for restriction of pornography on the Internet. Furthermore, the results showed that the second-person effect was a significant predictor of support for restriction of pornography on the Internet while the third-person perception was not a significant predictor. These results suggest that the second-person effect would be a more reliable predictor of support for restriction of pornography than would the third-person perception.

In sum, results of our study support the notion that the medium is the message (McLuhan, 1964). With increased speed thanks broadband, ubiquitous access, and interactive features, pornography distributed on the Internet seems to have a greater impact than traditional media. Thus, we conclude that the Internet enhances and amplified the impact of pornography, at least it was perceived as such by adolescent Internet users. We found third-person perceptions significant predictors of support for restrictions of Internet pornography. Among them, the second-person effect was the strongest predictor. Implications for the findings for advances in third-person effect research are discussed.

Panel 4: Methodology (and Business Session)

CHAIRS AND RESPONDENTS: HILLEL NOSSEK AND FRIEDRICH KROTZ

"In-formation" Discursive Practices. Mapping Global Communication Governance Through Network Approaches

CLAUDIA PADOVANI & ELENA PAVAN
DSSP UNIVERSITY OF PADOVA AND DSRIS UNIVERSITY OF TRENTO, ITALY

SINCE THE 2006 IAMCR Conference in Cairo, energies inside the organization have converged around a project aimed at »mapping global media policies and communication governance«. This project, carried on in the framework of the Working Group on Global Media Policy, is a sign of the growing attention that media studies and communication research, especially with an international horizon, are devoting to the challenge of »mapping the field« (of research and practices). The project expresses and adopts a twofold perspective. On the one hand, it aims at depicting the complex and diversified panorama of actors' engagement, cooperative (as well as conflicting) positions around information and communication issues at the global level, elaborating an overall framework that reflects such complexity within a consistent conceptual space. On the other hand, the project addresses the issue of the meaning, relevance and purposes for such a mapping exercise, focusing on research activities but looking beyond, into policy and advocacy practices.

As a contribution to the further development of such mapping exercise, we intend to reflect on »the meaning of global mapping« and related challenges, on the ground of research conducted in the field of global Internet Governance through a network analysis approach.

It is a matter of fact that information and communication (issues, challenges, policies...) are nowadays part of a global governance landscape that has made possible, promoted and sometimes forced the convergence of actors of different natures. These so-called »stakeholders« express, as we have stated elsewhere, different visions, thematic priorities and understanding of political processes. Moreover, these actors are, in different communication-related areas, contributing to the framing of issues and the definition of conceptual tools. They are engaged in a plurality of »in-formation discourses« (emerging discourses about information) that promise to become more and more relevant in the global governance of the 21st century. Actors' plurality contributes to the complexity of the governance landscape; at the same time, discursive practices that emerge from actors' interactions are quite difficult to trace and map. In this context, a relevant methodological question is: which theoretical frameworks can we adopt to address such complexity and the relevant discursive dynamics? Which conceptual and methodological tools are appropriated for mapping the field?

We suggest that network approaches offer an interesting entry point. They allow to trace both the off-line concrete interactions among actors of different nature and the on-line connections among the organizations involved on specific themes. They allow the collection of data through which it is possible to investigate the sustainability of »conversations«, the progressive emergence of new issues and the shaping of new policy agendas. In the paper, we address the nexus between actors' interactions, the diffusion of ideas and the construction of meaning in a global context. Firstly by focussing on communication actors, communication issues and communications modes, stressing the relevance of network approaches in reconstructing information/resources exchange and power relations; secondly by reflecting on the potential of mapping through network approaches in order to address the challenges of complexity and change.

Modern Discourse Studies: Back to Foucault

YEVGENY KOZHEMYAKIN
BELGOROD STATE UNIVERSITY, RUSSIAN FEDERATION

WHAT BECAME RATHER a »common place« for modern discourse studies is to indicate their terminological and methodological vagueness. In such conditions, it would be rather reasonable to refer to »academic source« of discourse theory, which, as I believe, is French school models of discourse-analysis - and more precisely, the theory of discourse and discourse-analysis by Michel Foucault.

Paradoxically, declaring the ideas of Michel Foucault to be their »methodological ground«, the modern discourse studies are often getting less theoretical and more what is called »practically oriented«. Despite many positive effects of such research orientation, there are several deficiencies, e.g. the lack of sharp definition of the term "discourse" or misunderstanding about methods and elements of analysis. Besides, discourse is often interpreted as a static but not a dynamic phenomenon, which contorts Foucaultian vision of discourse. The latter must definitely not be regarded as "the absolute truth", but I would regard it as a more general and appropriate for multi-disciplinary discourse studies.

Another reason to appeal to Foucaultian theory is associated with the question of »academic fashion« for discourse-analysis. Unfortunately, what is often entitled as »discourse-analysis« is not alike. Actually, discourse-analysis keeps its high significance, especially in the context of mass-media studies that deal principally with discursive phenomena. Thus, we have to refer to the origins of discourse theory in order to evaluate its importance fully and adequately.

So why can methodological Foucaultian matrix be important for modern discourse studies?

Firstly, Foucaultian tradition deals with the analysis of dissemination of discursive elements, which needs description in such concepts as discontinuity, rupture, threshold, limit, series, and transformation. The description would be possible only while revealing regularities under which objects, expressions, concepts and theories are constructed. This inspection helps overcome treating the discourse as a static monolithic construction.

Secondly, conceptualizing discourse in Foucaultian manner also means its multi-level analysis, when no discourse levels are isolated and independent. Foucault claims that neither every subject's position nor every discursive strategy is equally possible; they are such if they are permitted by preceding levels. Thus, ontological level of discourses (formation of objects) is the basis determining the specifics of all following levels: nominated objects make certain enunciations possible and others - impossible.

Thirdly, Foucault proves that discourse and discursive practice under examination are not terminal states like a result of spontaneous events or personal psychic acts. It means that discourses should be examined as possible variants, which emerge because of certain regularities, and as a resource to construct and change the reality.

Fourthly, grounding discursive methodology on Foucault means to formulate problems of cultural models of institutional construction of what is permitted to be spoken and what is not, and of what is constituted and maintained as a basic category, or as a »right to speak«. This perspective would mainly provide with analytical models of »word-speaking« and »text-constructing« technologies in certain cultures.

At last, what is specifically actual for modern discourse studies, and what is under competence of Foucaultian methodology is the analysis of compatibility of different - especially institutional - discourses. Obviously, it should be a complex, multi-level and multi-parametric analysis, which would not be concentrated only at one (linguistic, psychological, social, etc.) aspect of a discourse, but which would provide the general methodological base for different disciplinary perspectives.

Keeping up with the Beckhams: Luxury Advertising as a Means to Communicate Values to consumers

LISELOT HUDDERS
GHENT UNIVERSITY, BELGIUM

MANY ADVERTISEMENTS PERSUADE consumers to consume various products and services abundantly, such as shoes, clothes, furniture, home decoration, cars, jewellery and foodstuff. A lot of these products or services are very expensive, exclusive, and in some way superfluous. Such products or services are categorized as luxury. There are often cheaper alternatives available and many of these products do not fulfil basic needs. Companies who try to sell these products need to have good arguments to persuade consumers to buy these products. Therefore, these companies spend a lot of money on luxury advertising.

Consumers no longer buy luxury simply and solely because they want it, they are also wondering if they really need those luxury products. Consumers are now searching for meaning in their luxuries. Therefore, marketers have to create a need for luxury, and therefore, focus on value, design and quality in their communications to consumers. Moreover, luxury ads have to be some kind of art works. Therefore, it is important that advertisers take great care of the design of the luxury ads and focus on the emotional and sensual benefits of the products or services rather than on rational benefits. These benefits might be reinforced by status opportunities and elitism. Luxury products or services can be used by consumers to impress other people and accordingly gain a higher social status. However, there is still a lack of clarity about which values consumers are searching in luxury products, and consequently, it is unclear if luxury ads are used as a means to communicate these values to consumers.

The first aim of this paper is to investigate which economic benefits or values consumers are searching in luxury goods compared to ordinary goods, using a model with nine universal values based on evolutionary psychology. Results of a large scale survey with 423 consumers of different age and income categories revealed that the values people are searching in luxury products are limited compared to the values they are searching in ordinary products. More specifically, we found that most consumers only ascribe the values wealth (i.e. abundance, richness and uniqueness); beauty and sensuality; and power (i.e. superiority, strength and dominance) to luxury products, while the values ascribed to ordinary products are more varied.

The second aim of this paper is to investigate if luxury ads are used to communicate these values to consumers. More specifically, we investigated if luxury ads focus on emotional and sensual benefits of luxury products rather than on rational benefits. Therefore, we conducted a content analysis of print advertisements for luxury products or services. We included a wide range of luxury products and services in order to make comparisons between the benefits used in ads for different product categories, such as luxury cars, cosmetics and designer clothes. In general, we found that many luxury ads focus on economic benefits or values rather than rational benefits. More specifically, we found that the values consumers are searching in luxury goods are frequently expressed in luxury ads.

Panel 5: Conditions and Consequences of Media Use

CHAIR AND RESPONDENT: CECILIA VON FEILITZEN,
SÖDERTÖRN UNIVERSITY COLLEGE, SWEDEN

Adolescents Audiovisual Media Use, Their Family Activities and Their Personal Well-being

FERRAN CASAS
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SINCE 1999 A set of data collections from big samples of 12 to 16 y.o. adolescents in Catalonia (Spain) has been developed by our research team. In three of such data collections similar questionnaires were administered to adolescents and to their own parents, in a way that allowed comparing the paired answers. In each survey, satisfaction of children was analysed in relation to talking with different people about their activities with several audio-visual media: Watching television, playing video and computer games, using computer for other purposes (educative CD-Roms, Internet, and other activities), using a mobile phone. Perceptions of satisfaction by their parents were compared to children's answers, in order to analyse coincidences and discrepancies.

Results in all samples showed clear different levels of satisfaction when talking with parents or teachers, than when talking with peers, with siblings or with elder adolescents. The level of satisfaction talking about any media has always shown to be consistently much lower when talking to any adult. Parents systematically overestimate satisfaction of children talking to them or to the teachers about such activities. The only exception was when girls talk about television – usually parents underestimate satisfaction that girls report. Parents' attitudes in front of different media appeared to have an important influence on children's satisfaction to talk about. However, we had never explored how frequent in each family were conversations about media, in relation to other topics.

In our last data collection (N = 5.140) with a Catalan representative sample of adolescents, stratified by rural, semi urban and urban areas we have included some new items in order to try to deeper analyse some aspects of parents-adolescents relationships when audiovisual media are present: (a) items exploring the more regular topics of conversation between parents and children; (b) the perception of family regulations about time and kind of television programs adolescents are allowed to watch; and (c) activities together with other family members. We have analysed the relationship of these variables with adolescents' self-categorisation as television consumers, with their reported personal well-being and life satisfaction and with their perception of family and friends social support.

Profiles of high television consumers are consistent with the number of hours in front of television. However, activities of high television consumers do not show the expected profile of passive adolescents lying in a sofa. Instead, a broad majority of high consumers show to be hyperactive using all kind of audio-visual media and developing other out-of-home activities. Additionally, high consumers show a higher personal well-being than the mean of adolescents with 2 out of 3 indicators used. Medium and high consumers perceive higher family support than low consumers, but lower support from friends.

The Third Person Perception: A self-categorization Explanation.

PEI SI PEGGY CHUA, WEIRONG LIN, KONGYONG NG, AND
BENJAMIN HILL DETENBER
NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

THE THIRD-PERSON effect refers to the phenomenon where a member of the audience perceives the influence of the media to be greater on others (the third-person) in comparison to the influence on the self (the first-person). Coined by Davison in 1983, the focus of this theory lies in the »disconnect« between the perception of the self and the others (Perloff, 1999). Several psychological theories have been suggested as the underlying mechanism for the third-person effect, and recently self-categorization theory has been proposed as a parsimonious and powerful theoretical explanation for the third-person effects. Indeed, recent research supports the idea that self-categorization theory is able to account for the phenomena better than previously held explanations such as the fundamental attribution error and optimistic bias (Reid et al., 2007; Reid & Hogg, 2005). While these studies provide some empirical support for this theoretical explanation of the third-person perceptions, more research is needed.

The present study examines three areas of the self-categorization theory in relation to the third-person perception, namely fit, perceived self-other difference, and frame of reference. According to the self-categorization explanation of the third-person perception, the fit of the category should determine the magnitude and direction of the perceptual gap between the first-person and the third-person, while the perceived difference between the self and the other should moderate the extent of this gap. The frame of reference determines if differing social contexts can exert an influence on individuals' executions of third-person perceptual judgments (Reid et al., 2007; Reid & Hogg, 2005).

In addition to replicating these aspects of prior research, the present study examines the influence of culturally-linked self-construals (i.e., independence and interdependence) on third-person perceptions. Markus and Kitayama's (1991) proposed that individuals hold (1) an independent view of the self, which focuses on one's internal attributes and views the self as separated from the representations of others, and (2) an interdependent view of the self, where the self is understood to be part of a larger whole and defined in terms of connection to significant others and groups, leading to individuals possessing a greater situational awareness of the contextual circumstances in which other actors are perceived to be situated within. Applied to the self-categorization theory and the third-person effect, both aspects enhance or diminish third-person perceptions based on the propositions that individuals with a high interdependent self-construal tend more towards (1) adhering to and evaluating individuals' behavior using normative expectations, and (2) perceiving greater inter-group biases, and diminished intra-group biases. Relevant hypotheses have been generated.

The study uses a web-based, between-subjects experimental design and has a targeted participant pool of N = 240. Data collection is currently underway and will be completed by the end of February. Statistical analyses of the data will be conducted to determine if self-categorization provides a suitable underlying explanation for the third-person perception. The theoretical implications of the findings will be addressed as will alternative explanations.

Abstract

Millions of people now spend time in virtual worlds: electronic environments that visually mimic physical spaces, where people can interact with each other and with virtual objects, and where people are represented by animated characters. The importance of studying social behavior in such environments is now widely recognized.

While virtual worlds have been popular since the 1980s, it is

only in the last few years that this medium has come to the reach of millions. It is becoming clear that public opinion is now formed in new media. Thus, we believe it is now crucial to study persuasion processes in virtual worlds with the possibility that virtual worlds may be used for public debate of pressing issues.

Social influence refers to the change in one's attitudes, behavior, or beliefs due to external pressure that is real or imagined. Persuasion describes an area of social influence that is focused on the change in a private attitude or belief as a result of receiving a message. Persuasion researchers have proposed dual-process models of persuasion - that there are two primary ways in which individuals' process information: centrally (also called systematic processing) or peripherally (also called heuristic processing). Our assumption is that visually-rich virtual worlds allow for both processes. This is unlike online text-only channels, which are assumed to involve only the central process. Some evidence already exists; for example, Guadagno et al. (2007) conclude that persuasive social influence in immersive virtual environments functions differently from other forms of computed-mediated communication such as email.

Our research provides an overview of empirical results related to persuasion that have been obtained in virtual worlds. This includes gender effects, the impact of space and proxemics, the degree of agency that participants attribute to the virtual characters.

Non-verbal communication (NVC) is a critical factor in persuasion. NVC includes postures, gestures, facial expressions, gaze, and proxemics. Gaze is highly important. There is ample evidence that a person who uses direct eye gaze gains advantage in terms of social influence, and there is also corresponding evidence in immersive virtual reality.

However, NVC is completely missing from online text environments, and, in essence, also from virtual worlds. Although users may sometime use keyboard interface to make their avatar generate postures and gestures, they rarely do so, and, even if they do, the actions are explicit, which misses the point of the NVC channel, which is mostly unconscious. The only exception is the participants' explicit control of his or her position in the virtual space, which results in proxemics. Thus, our own research began with proxemics, and our initial findings are that proxemics does play a role in virtual worlds, but social space is not exactly as it is in the real world. Currently, we are in progress of examining additional factors. We are using a novel methodology that includes a software bot that wanders around the virtual world SecondLife, observes participants, collects information, and even performs automated experiments.

Media, Power Discourses(s) and an Social Structure

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IN THIS PAPER are presented further results from a comparative project (2006-2008) focusing the changes in the media structures in St. Petersburg and Stockholm and their correlation with people's experience of their cultural identity and opinions of democracy on the one hand and their life styles on the other.

During the IAMCR-conference in Paris, 2007, we presented some initial results from an extensive survey (including more than 600 variables) with young people, carried out in the two cities (during Fall 2006 and Spring 2007), in the first place focusing the music taste and media preferences of the young people. We used also results from previous surveys focusing peoples' media use and music taste in Sweden in mid 1990es.

The present paper (for the IAMCR 2008) implies a further attempt to structure the values and life-styles of the young people - as well as of the adults - in the two cities by way of multivariate

analyses, focusing on other aspects of peoples' attitudes and life style - not least political values and consumer behaviour.

Compared with the presentation in Paris 2007, the empirical base for our present analyses is completed by quantitative surveys with adult people and with a (comparatively) large number of qualitative interviews with representatives of the public (who have also participated in our quantitative surveys) and with media experts in the two cities.

The empirical results are related to a number of theoretical constructions, among which Bourdieu's habitus-field theory is still present (as in Paris 2007). In this paper we relate the obtained results (in terms of concrete figures, correlation structures from the quantitative analyses as well as structured statements from the qualitative interviews) also to other theories of central importance to the field of media and communication studies, in the first place Baudrillard's ideas about the consumer society and the role of mass-media in it (mainly as developed in his works from the 1960s and earlier 1970s) and Foucault's theory on power and discourse. Foucault's ideas about the relation between power and discourse are an important point of departure (i. a.) for explaining a series of differences and similarities between the assertions of our informants (in Stockholm and St. Petersburg). The different statements must be understood in relation to the speaker's background and the position in society from which (s)he is talking. In this context, it is important to take into consideration the mass-media. Are they just an instrument, a carrier of the discourse or an autonomous power instance, a participant in the social camp for appropriation of the dominant discourse.

The paper (being a short version of a comprehensive report, to be published later in 2008 or in 2009) includes also a more theoretical part in which the different theories (in the first place those of Foucault and Bourdieu) are related to each other in the light of the project results.

Bringing the Body Back in: An Embodied View of Human-media Interaction.

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THIS PAPER ATTEMPTS to develop an embodied view of human-media interaction. The embodied view, simply put, postulates that »intelligence always requires a body (Pfeifer, & Bongard, 2007), that is, the body plays a significant role in our interaction with the media and, more importantly, is an enabler for cognition (Gibbs, 2006; Lakoff, & Johnson, 1980; Lakoff, & Johnson, 1999).

This paper will be divided into three parts. The first part will focus on the main features of the embodied view and how it differs from the traditional conception of mind and knowledge. The second part proceeds to elaborate on the implications of the embodied view for the study of human-media interaction. The embodied view will be illustrated by a case study of graphics.

The embodied view, which represents a drastic departure from the traditional conception of mind, which « imagined mind as a kind of logical reasoning device coupled with a store of explicit data-a kind of combination logic machine and filing cabinet«

This view of mind has come under attack from various camps. Starting from Heidegger, philosophers have cast doubts on a detached disembodied cognition independent of the world. For example, Heidegger's notion of Dasein (being there) places emphasis on a mode of being-in-the-world in which we are not detached, passive observers but active participants.

In contrast, the embodied view conceive cognitions as of »dynamic and complex response loops that couple real brains, bodily and environments...where explicit data storage and logical manipulation plays a secondary role« (Clark, 1997, p. 1). Drawing on these ideas, research in the humanities and social sciences have recently witnessed a shift toward a view of action-oriented

and personalized cognition.

Implications for the study of human-media interaction

The alternative paradigm entails a different conception of knowledge, which in turns leads to different research strategies as far as the study of human-media interaction is concerned.

In the first place, the embodied view would takes into consideration a host of players different from the traditional approach. From the embodied perspective, the interaction with the media involves not only the mind in its traditional sense but also the body.. For example, the soft, deformable tissue of fingertips makes the grasping of hard objects easier. Moreover, the behavior of embodied agents can only be observed as they interact with the environment. In this sense cognition is always situated. As Clark (1997) points out, while »individual brains remain the seats of consciousness and experience, the flow of thoughts and the adaptive success of reason are now seem to depend on repeated and crucial...interactions with external resources« (pp. 68-9). Research has thus to take into consideration of the role of the body and its context. Cognition is thus conceived of as actions on the environment rather than mere representations. Thus research from the embodied perspective has to take into consideration of the properties of context.

Second, the embodied view calls for a new explanatory mechanism. In the traditional approach, interaction with media is accounted solely by mental entities such as schema. However, from the embodied perspective, cognition is distributed across mind, body and context. Put differently, the final outcome in the interaction with media emerges from the interactions among brain, body and context. Research needs to focus on the interactions of various parties to the scene at a given moment rather than one or two major players such as schema (...).

Panel 6: Media Effects

CHAIR AND RESPONDENT: HILLEL NOSSEK

The Effects of Language Choice and the Role of Ethnocentricity: An Experiment About the Effects of News Source Language on Audience Opinions.

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SEVERAL RESEARCHERS HAVE stressed the importance of language in general as an instrument of cultural identity and, more specifically, the importance of language in a television news context. Especially the importance of a good translation of news quotes has been highlighted. Language seems to be a factor that can manipulate the message, and through the message also the audience that is confronted with this message. While most researchers are working on differences or distortions in the messages, caused by the choice of language or simplification by translation, we would like to get an insight in the effect of the language choice itself. What is the effect of the use of the language of the audience versus the use of a foreign language on the audience perceptions and opinions, when the content of the message is the same?

Previous research has shown that linguistic prejudices can occur, in favour of the local language of a country or region. This could be rooted in the proximity or the appeal to the local cultural identity of the news audience that goes out from the news source's use of the local language versus the distancing effect that could

be expected from a foreign language. We expect therefore news sources that speak the language of the news audience to be more credible and more successful in convincing the public on the content of their message (H1).

We would also like to find out whether this effect is a general effect, present in the whole audience, or that it is rather specific for certain groups within the audience. We will control for several demographics, but our main suspect for variance within the audience is the level of ethnocentricity of the viewer. They report more fear for and discomfort with non-domestic cultures, people and influences, and on the other hand more connection and respect for the local culture and language: Among ethnocentric viewers, the effect of the news sources' language will be stronger than among non-ethnocentric viewers (H2).

We will test this with an experimental design. The experiment was organised in 2007 within a large internetpanel, including 11.164 respondents, of which 4920 participated in the experiment. It is, like in most internet-based research, not a representative sample of the population, but efforts have been done to boost presence of traditionally less represented groups among the participants. The stimulus was a constructed news item embedded in a longer (real) excerpt of the flagship newscast from the public broadcaster in Belgium, Het Journaal, which is also the newscast with the highest viewer rates and highest degree of public trust. We recorded several versions of the same (imaginary) news report, with the help of the public channel VRT, professional camera people and a real news anchor and embedded the stimulus in an excerpt lasting approximately four minutes in total. The versions differed (pairwise) on the language spoken by the main actor (same person): language of the audience and foreign language (subtitled). The participants have been debriefed about the experiment afterwards.

The effect of Crisis Type and Response on Corporate Reputation: The Moderating Influence of Personal Self-monitoring

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WITHIN THE FIELD of public relations and business communications, crisis communications professionals agree upon the fact that an organization's reputation is often its most valuable asset. According to Coombs and Holladay (2002), when a crisis occurs, the reputation of an organization can best be protected by a thorough assessment of the environmental situation and the selection of a crisis response strategy that fits the crisis situation. Notwithstanding the valuable insights that are gained by studying the effect of environmental variables on the reputation of an organization as perceived by its audiences, current crisis communications research largely neglects the fact that the relationship between the environmental crisis situation and its effect on the reputation of the company is moderated by individual difference variables. In the paper, I will put forward the individual difference variable personal self-monitoring (Snyder, 1974). It is about systematic differences in people's need to cultivate public appearances, affect, and self-presentational behavior. According to self-monitoring theory, people high in self-monitoring tendencies monitor and control the image they project in social settings. The question arises whether high self-monitors value more than do low self-monitors a response strategy research has shown to be effective, that is accepting responsibility for the crisis event as an act of cultivated public appearances. However, accepting responsibility does not necessarily imply guilt. Controllability of the crisis event differs according to crisis type, being the greatest if the crisis could have been prevented by the organization, lesser when acciden-

tal, and lowest when victimized (Coombs, 2004). Low self-monitors may well accept denying responsibility by organizations when victimized than when negligent, due to our Western standards that one does not necessarily have to accept responsibility for crisis events that lie beyond one's control. Hence, the following exploratory question is investigated in the paper: how do crisis type, crisis response, and self-monitoring influence organization reputation?

To explore the research question, a three-factor (crisis type: preventable, accidental, victimized; crisis response: accept versus denial of responsibility; self-monitoring: low versus high), between-participants (N=178) design was applied. Data were collected through text scenario's describing a crisis event according to crisis type and crisis response. Respondents were split in high and low self-monitors by means of their scores on the Lennox and Wolfe's (1984) Revised Self-Monitoring subscales (ability to modify self-presentation and sensitivity to expressive behavior of others). Dependent variables were credibility of the organization, sympathy towards the organization, and purchase intention. A linear regression model was built for each dependent variable. Crisis type (dummy), crisis response (dummies), the two self-monitoring subscales, and their dual interactions were entered in the regression model. Besides a number of significant main effects, results showed that the two self-monitoring subscales interacted significantly with response strategy in the prediction of the credibility of the organization. There was a significant interaction effect between the second self-monitoring subscale and the accidental condition in the prediction of sympathy, whereas for purchase intention both subscales interacted significantly with response strategy and the accidental condition. Implications of these results for scholars and practitioners will be discussed.

Opinion Expression in Online Discussion of Free Distribution of Condoms on College Campus in Mainland China: A Test of Spiral of Silence in Internet Environment.

YUYING DONG & LUZHOU LI
CHINESE UNIVERSITY OF HONG KONG, HONG KONG

THIS STUDY EXAMINED whether the Spiral of Silence (SOS) will hold up in an online discussion of the controversial issue of whether or not free condoms should be distributed on college campus in Mainland China. This study adds to the SOS theory from a non-western angle. We want to invite more of China's own researchers to apply the mostly western-based communication theories to China. In this study we identified two specific expression behaviors in online opinion discussion, one was to speak up, and the other was to change position. Noelle-Neumann claims the fear of isolation is a major factor that triggers the spiral. We added involvement obligation and the motives for Internet use as two other major triggers to our model. Informed by Goffman's (1967) concept of »obligation,« we defined the involvement obligation as the moral requirement to get involved. The fear of isolation and the involvement obligation were measured in both online and offline settings. The construct of motives for Internet use was indicated by three items: a) entertainment seeking; b) information seeking; and c) social interaction. Students' gender and major were also considered as possible predictors in the model. To eliminate the possible influence of an issue-based predisposition, the permissiveness of premarital sex was included as a control variable to group the students into two camps labeled conservative and liberal. We surveyed 700 Chinese college students with a scenario supposing the students were holding a deviant opinion supporting the free distribution of condoms on campus. The students were asked to indicate their likelihood of speaking up (DV1) and

the possibility of changing positions (DV2). We found that the traditional SOS theory worked as predicted in both the conservative and the liberal groups. But, online, the level of fear of isolation and involvement obligation declined. We also identified a more complicated but interesting pattern of other factors that might affect online opinion expression. For the liberal group, offline involvement obligation, social interaction, gender and major significantly correlated with DV1, while only gender and major showed correlation with DV2. But for the conservative group, in addition to the fear of isolation, both online and offline involvement obligation, and entertainment seeking showed correlation with DV1, while only social interaction was found correlated with DV2. Multiple regression analysis implied that despite the online setting, it was the offline fear of isolation, offline involvement obligation and gender that played the most important role in predicting the online opinion expression behaviors. Considering the untraditionally online setting, the sensitive moral nature of the issue and the context of China, we drew on the psychological and cultural perspectives to generate a meaningful explanation of the results of the study.

At first sight or in the course of time? Development of Parasocial Relationships

THOMAS KOCH & LUTZ HOFER

UNIVERSITY OF ERLANGEN-NUREMBERG AND UNIVERSITEIT VAN AMSTERDAM, NETHERLANDS

THE CONCEPT OF parasocial relationships (PSR) has been investigated so far by cross-sectional studies only. Longitudinal studies, however, are still missing, leaving a research gap concerning developments of PSR over time. This paper examines PSR-development over the course of 20 receptions and, in addition, evaluates the effects of positive background information about the persona on this development. We employed an experiment with a research instrument designed to measure positive, negative, and - for the first time - also neutral PSR. Separate groups of participants watched the private channel Sat.1 TV-news over the course of four weeks, whereas the experimental group was regularly supplied with positive background information about the anchorman. Factor analysis identified five factors for negative PSR; neutral PSR, however, had

shown to be one-dimensional. The measurement was carried out at five times after the 1st, 5th, 10th, 15th, and 20th exposure. Results show that PSR develop dynamically over the course of time and that this development can very intensely be influenced by giving additional positive information about the persona: compared to the control group, PSR-development in the experimental group speeds up, and the anchorman is significantly more perceived in a positive way. Yet, also the development in the control group appears to be dynamic: neutral PSR decrease continuously while positive factors partly increase. In the following months, this study will be extended with an evaluation of the effects of negative background information and PSR-development, especially in the case of political personae, and the role of the communicator of background information of any kind for recipients' PSR. We hope to also present first results of this additional work in July.

Panel 7: The Production of Normality on and by Television. A Foucauldian Perspective

CHAIR: JAN PINSELER, UNIVERSITY OF LUENEBURG, GERMANY

RESPONDENT: MARKUS STAUFF, UNIVERSITY OF BOCHUM, GERMANY

Panel description

ALTHOUGH REALITY TELEVISION is around for quite a few years now, it is still flourishing and produces new formats. The success of reality television can not only be explained by stressing the genre itself but has to emphasise how social change made this genre important.

Hence, the social impact of reality and lifestyle television can only be analysed by taking into account the interdependence between these shows and changes in societies in which these shows operate.

All the papers emphasise the productivity of Foucault's notions of discourse, which has to be developed further for media studies. Given the difficult position of meanings as being produced by viewers engaging in a text, to conceptualise this as discourse helps us to understand the struggles over meaning that are fought - especially as far as reality television programmes are concerned. While the first paper of this panel will introduce a Foucauldian perspective on television in general, the other papers will focus on forms of lifestyle and reality television programmes which work on different levels.

As far as the proliferation of norms and values is concerned different types of reality television will be discussed, namely swapping shows, punitive reality television and rescue programmes. Papers in this panel argue - in different ways - that these shows represent the ambivalence between transgression and affirmation of boundaries. These may be class boundaries, boundaries between law-abiding and deviant behaviour or boundaries of reality. Swapping shows - as one panellist will argue - reflect and practice class differences rather than transcending them. Social inequality is not only shown but also reproduced, thereby assigning people their place in society. Shows like *Brat Camp* - as another paper will argue - demonstrate what happens to those who refuse to accept neoliberal norms. In essence, all papers in this panel discuss how normality is produced by people disciplining themselves using processes of reflexive self monitoring. They ask which options for undermining dominant messages of reality television - if any - are possible.

By discussing different formats of this genre the panel will be able to show how the genre - as opposed to one specific format - is influenced by changes especially in Western European societies from post war welfare states to market oriented neo-liberal societies and helps to make this change appear 'natural' in everyday life.

Class Display: Negotiating Social Differences in Reality TV's "Swapping Shows"

EGGO MUELLER

UTRECHT UNIVERSITY, THE NETHERLANDS/UNIVERSITY OF MICHIGAN, US

THIS PAPER FOCUSES on the dramaturgy of class display in internationally circulating 'swapping shows' such as *Wife Swap*, *Puber Ruil* (*Teenager Swap*), *My Mother-in-Law* or *The Farmer Wants a Wife* as a subgenre of reality TV. Contrary to an established view that this genre invites the viewer to delight in sneering at the working classes, this paper argues that these shows dis-

play hyperritualized (Goffman) enactments of class differences and of reflexive self monitoring and self evaluation (Foucault). As opposed to reality game shows, 'swapping shows' do not create artificial settings in TV studios or on exotic islands to carry out their social experiments. These shows explore and exploit existing social systems like families or farms by exchanging one of their members (mother; teenager) or by adding a new one (mother-in-law; a potential future wife) in order to observe the consequences. The question posed by these shows is how the ritualized functioning of social micro-systems is disturbed when a new member enters it, challenging and negotiating the established routines. For dramaturgical reasons, these shows exchange and confront participants of different social backgrounds (class, race, religion, urban vs. rural life styles) in order to exaggerate social and cultural conflicts. At the heart of this popular genre are the moments when the shows' participants explicitly reflect on their experiences in the 'other' social setting and evaluate their own and the 'other' social environment.

In these moments, I argue, 'swapping shows' not only reenact, but at the same time negotiate established class hierarchies and power relations, inviting the TV audience to engage in these conflicts in turn. Consequently, I propose that we view the 'swapping' genre as a form of popular ethnography that not only reenacts, but also reflects on class differences.

The Real Trauma: Reality Television and the Gazing of Tragedies. A Reception Study

SOFIE VAN BAUWEL, UNIVERSITY OF GHENT, BELGIUM:

IN THIS PAPER WE will elaborate on the dislocation of tragedy in the realm of reality television. We will emphasise on the recent explosion of different formats which explore authenticity and make a strong claim concerning reality. This closed reality-claim is often linked to the representation of 'real' tragedies. This mediation of tragedies has started in the USA with television formats like Rescue 911 where rescue crews and their interventions were depicted. Real tragedies like real time car crashes or post traumatic stress disorders were represented. In the beginning of the 1990s these formats entered the European broadcasting market and can be seen on public and commercial broadcasters around Europe. Academic discourses articulate the danger of this hyper reality and stress the idea of televisual simulations (Baudrillard, 1984). The ethical discourses reflect a pessimistic view upon these representations (cf. 'moral panic') and are entering the academic agenda. This kind of reality television also raises questions about our societies, cultures and politics. Through its embeddedness in neo-liberal discourses, reality television can be seen as one of the sites that offer individualistic practices and pleasures, where new forms of disciplining and power are being practised and normalised. But do these representations construct a reality claim which is dangerously dislocating the pain, traumas and horrible experiences of tragedies? By using an empiric study on the signifying practices of audiences we will focus on the reception of the representations of tragedies in reality television formats in contemporary popular culture.

Punitive Reality Television. The Live Broadcasting of Punishment

JAN PINSELER

UNIVERSITY OF LUENEBURG, GERMANY:

REALITY TELEVISION TODAY comes in different forms and shapes and is constantly reinventing itself. I will argue that puni-

tive reality television forms a distinct subgenre of reality television. This includes crime-appeal programmes like the German Aktenzeichen XY.. ungel.st, the British Crimewatch UK and America's Most Wanted but also re-education programmes like Brat Camp or Die Ausrei.er (Runaways), a recent German addition to the genre.

All performative reality television programmes simultaneously show contenders disciplining themselves and them being disciplined by so called trainers and instructors. On punitive reality television both forms, disciplining oneself and getting disciplined, are prevalent to different degrees. Crime-appeal programmes use pictures and vignettes of alleged criminals to involve the public in catching them. Thereby, they do not only demonstrate what criminal or deviant behaviour is, but also what is constructed as normal. Re-education shows like Brat Camp do not deal with alleged criminals but with troubled teens (some of them with minor offences). They are put into 'education camps' where they are exposed to severe forms of often pointless discipline in order to re-educate them into law-abiding members of society. The whole 'education' process evolves around them not only having to subject themselves to their supervisors. Moreover, it is a vital part of this process to get them to agree that the placement into the camp is helpful

- or at least successfully giving the impression of doing so. Die Ausrei.er, by contrast, features a social worker who tries to reunite families with their runaway teenage kids. The focus in this programme is on getting teenagers to conform to norms and values voluntarily rather than to force these values on them.

All these different formats in different ways take part in a social discussion on what behaviour is normal, what acceptable and what is deviant as well as on what should happen to those who do not conform. The programmes differ in what they propose to do with deviant people, whether disciplining them forcibly or getting them to discipline themselves is the better solution - with crime-appeal programmes doing the first, Die Ausrei.er doing the latter and Brat Camp doing a bit of both. Disciplining oneself means that contenders on television shows try to conform as much as possible to certain norms and values. Being disciplined, on the other hand, is the act of presenters, instructors, supervisors, wardens or policewomen using their power to get a participant to do something s/he would not do otherwise. By using coercion to discipline people, punitive reality television programmes demonstrate what happens to those who refuse disciplining themselves and thereby also refuse to internalise the limits and demands of a neo-liberal society. They are subjugated to being disciplined by others. Doing this, I will argue, punitive reality television shows are political by pushing a specific political agenda. This is done especially by - seemingly - proving the neo-liberal view that holds every individual as solely responsible for his or her destiny: One can change if one only wants to. And if one does not want to change, society has to force this change.

"Embody your optional!?". Lifestyle and Recognition on Makeover Reality Shows

TANJA THOMAS

UNIVERSITY OF LUENEBURG, GERMANY

WHEN THE ROLE of individualization, mediatization and globalization in society is analysed, reality television is sometimes said to produce models of acceptable standardized subjectivities. Some studies refer to Michel Foucault and Governmentality Studies to analyse lifestyle television as a subgenre of reality television. They interpret these shows as patterns which embody neo-liberal forms of 'subjectivation' or 'technologies of the self'. These patterns correspond to the new social challenges and demon-

strate the personal willingness for transformation, self responsibility and success.

To discuss the potentials and limits of 'late' Foucault and Governmentality Studies for critical media analysis, this paper concentrates on shows like *The Swan* or *I Want a Famous Face* which until today may be the most spectacular makeover-formats. These programmes show women and men whose unhappiness with their bodies and lives made them undergo cosmetic surgery. Meanwhile, there are a lot of shows like *Top Model* featuring model-wannabes transforming their selves and competing for an agency contract or *Make Me a Supermodel* where viewers vote which of the male and female contestants have to leave the show. I will focus on *The Model* and *The Freak*, a programme that also creates 'normality' for (male) 'outsiders' who seek (body) transformation or - to be more precise - a woman, a job and social recognition. Obviously, this kind of transformative lifestyle television can be usefully described as powerful contemporary machineries of normalisation. A Foucauldian perspective helps us to understand these shows as elements of political rationalities and a mode of socialization: Thinking of *The Swan* and analysing *The Model* and *The Freak* we can realize that these processes of normalisation are not only gendered. At the same time they are highly paradoxical in addressing ideas of subjection and conformity on the one and individuality, singularity and authenticity on the other hand. Such contradictions and gaps not only between but also within rationalities can be seen as presupposition for their function - but we may also discuss them as a possible space for opposition. For a profound discussion of potentials and limits of Governmentality Studies for media analysis we additionally have to take into account that media research has to analyze not only rationalities and objectives but also people's experiences and practices. If we take Foucault, Governmentality Studies and the idea of the active subject serious we should discuss these shows not only as a machinery constructing normalized neo-liberal characters but also as elements of culture in its enormous popularity.

Body Image and Advertising: Normalism and Normativity of Body Ideals

KARIN KNOP
UNIVERSITY OF MUNICH, GERMANY

CONNECTED DISCOURSES ON beauty, thinness and health have established forms of normative social control to distinguish between accepted and unaccepted bodily appearances.

As a matter of principle attractiveness is equated to success and happiness whereas unattractive physical appearances on the other hand lead to associations with ill health, depression and defeat. Media and media discourses respectively construct and shape the meaning of attractiveness in modern society. Focusing on gender differences it is remarkable that female media characters are subjected to stricter norms regarding thinness and physical attractiveness than their male counterparts. In my paper I will focus on the international social responsibility »Campaign for Real Beauty« initialised by Dove respectively cosmetic manufacturer Unilever. At first glance this campaign is an example for media veracity and sincerity and the production and promotion of authentic normal bodies in advertising. On a visual and textual level I will expose this well-established supernormal, thus positive anormal body (Jürgen Link) as a insincere, inauthentic sign. Based on Foucault's theory of bodies as constructed by discourses, I will - according to the logic of commercial communication - point out that the supernormal, idealised body has become standard within the advertising industry and the advertising world. Advertising discourse is understood here as a powerful discourse which has established the hyper body, the ideal body as a standard within the advertising system. It is therefore part of a predominant power sphere which defines which bodies are seen as normal, com-

mon, natural or desirable. This advertising discourse is therefore part of a normative discourse on normal, beautiful and attractive bodies and body disciplinane. I will analyse the Dove campaign's paradoxes and show, amongst others, how this innovative campaign on the one hand promotes bodies which differ from the norm of hyper bodies and, on the other hand, prevails traditional and stereotypical constructions of female images. How strong this incorporation of normative ideal bodies is, will be shown on the basis of results from group discussions with female and male media users. These findings explain how varied the campaign is understood from a range of positive appraisal of an extended normal range concerning body representations to a complete refusal of a normal body through which the range of anomalies within the idealised advertising world expands. Thereby, it will be shown how body-related normalities and normativity in the campaign are linked and how the specifics of this linkage have to be understood from the recipient's point of view.

Panel 8: Entertainment and Advertising

CHAIR AND RESPONDENT: FRIEDRICH KROTZ

What makes Arab-Israeli Middle Class Families Watch Syrian Ramadan Prime Time Series Bab Elhara?

MIRI GAL-EZER & MAURICES AWABDY
THE HEBREW UNIVERSITY OF JERUSALEM, ISRAEL

THIS ONGOING STUDY analyzes what makes Arab-Israeli middle-class families watch the Ramadan 2007 prime-time Syrian drama series »Bab Elhara2« (Neighborhood Gate), via London-based Arabic MBC (Middle East Broadcasting Centre) satellite Channel.

In the 1990's, intellectuals, writers, poets and academics joined TV professionals to fulfill their expression needs, Syrian drama emerged as society's solitary cultural form, reflected its deep concerns, causing vital public debates. Baa'th military-authoritarian regime used TV drama to release political pressures and its so-called liberalization for foreign policy. Recently, regional satellites enlarged TV audiences, thus gulf states' media companies financing of these dramas dictate its degeneration into historical conservative spectacle (Salamandra, 2005).

Bab Elhara's primary content analysis revealed high key production value alongside conservative patriarchal narrative of working class protagonists in 1930's Syria, opposing erstwhile French colonialism, while assisting the Palestinian rebellion (1934-1939) against the British Mandate in Eretz Israel and Palestine (1918-1948).

The research question discusses Bab Elhara's attraction to middle-class academically educated Arab Israeli families, with both parents working professionally, in spite of what seems irrelevant to their social status and modern lifestyle.

Arab-Israeli minority (AI) is intertwined in complex contexts of Israel's multicultural society, composed of various ethnic, religious and national communities (Kimmerling, 2001; Smooha, 2002). AI citizenry comprises 1,439,700, (20% of state population), whereas its internal proportions constitute 82% Moslems, 10% Christians and 8% Druze. Although AI suffers from institutional discrimination, a new educated middle class is emerging and participating in the flourishing Israeli economy (<http://www.cbs.gov.il>, 28.01.08), but only 24.8% of AI women work, due to absence of daycare centers - patriarchal attitudes forcing AI women to work close to family (A'nev, 2006).

Bilingualism in Arabic and Hebrew constructs complex media consumption patterns, hence hybrid identities (Adoni, Caspi & Cohen, 2006) through merging Israel and Arab states' media spheres (Jamal, 2006). News consumption is based primarily on satellite Al-Jazeera, MBC Dubai, Israeli Channels 1&2; radio and newspaper news are consumed by Israeli media in both languages alike. Daily practical information is consumed mainly from Israeli TV, in which Al Arab-language drama is non-existent or Al are stereotypically imaged in Hebrew TV series (First & Avraham, 2004); thus culture and leisure programs are consumed solely via Arab satellites. MBC London satellite broadcasts news, culture and entertainment programs from Egypt, Syria and Saudi Arabia in a conservative manner, hence its success amongst heterogeneous Al viewers (Jamal, 2006).

Combined methodology would be employed. (a) content analysis of 31 series' episodes; (b) In-depth interviews of 8 families at home: 2 moderate Moslems, 2 religious Moslems, 2 Druze, 2 Christians; (c) 8 similar focus groups, 6-8 members each, women and men separately, would watch selected conflictual Bab Elhara scenes while discussing their significance and possible ambivalence.

Bab Elhara's high-key production value, its soap opera plot, acting and Arabic conversation would increase audience attraction and cultural pride; while conservative values might enhance »good old days« nostalgia and possibly women paradoxical interpretations of the series' patriarchal order. Furthermore, some men would perhaps express liberal attitudes and their relevant daily practice.

Similar Topic, Different Strategies: A Comparative Study on Therapeutic TV Talk Shows in US and China.

HUAN WU

THE CHINESE UNIVERSITY OF HONG KONG, HONG KONG

THIS STUDY COMPARES the features of the format and discourse of two therapeutic TV talk shows—Psychology Interview in China and Dr.Phil in the U.S.. Focusing on the programs referring to the topics of love relationship and parenting and adopting the methods of textual analysis, narrative analysis and discourse analysis; this research reveals the main features of the two therapeutic TV talk shows and primary similarities and differences between them. Through analyzing the cultural, economic and political differences existing in the two countries where the programs are produced, this study tries to explore the possible reasons for the above findings.

Generally speaking, the two therapeutic programs both adopt story-telling methods in narration. But they differ in many aspects. First, the function (or role) of the psychological experts and hosts in the two TV talk shows are quite different: while the expert and host (Dr. Phil) in Dr. Phil is not afraid to get belligerent with guests, the hosts and the experts in Psychology Interview try to speak objectively; second, while the Dr. Phil program often highlights the personality of its guests and creates chances to arouse the interaction between studio audiences and guests, the Psychology Interview does not invite studio audiences, but it designs strategies to keep a distance between guests and audiences in front of television.; third, while Dr. Phil displays the contradictions between the guests on the spot directly, Psychology Interview displays the contradictions between the guests indirectly and mainly show the process of how the contradictions between guests are reconciled; finally, through analyzing the media discourse, Dr. Phil always adopts individual-need strategy, Psychology Interview mainly adopts social-norm strategy.

Significantly, the above differences might be ascribed to distinct cultures and media systems in American and Chinese societies. As Dr. Phil is produced by syndication, the host just represents himself and his company; but in today's China, although

media no longer depend on government's grant, they still undertake the task of propagandizing government's policy (Gao, 2005). Moreover, considering the facts that Dr. Phil serves for financial purpose— attract as many audiences as possible and Psychology Interview is in the control of government, it is understandable that they show different levels of interaction and contradiction between guests. And the distinctions of participants' behaviors shown in the programs might attribute to the differences between cultures (American culture is more extroverted than Chinese culture).

At last, as Stuart Hall ever stated that media texts such as television programs contain dominant ideological discourse (cited by McQueen, 1998), it is understandable why Dr. Phil adopts individual-need strategy and Psychology Interview adopts social-norm strategy in their programs and offer different types of advice toward similar problem. In western countries (include U.S.), individualism is the core of their mainstream ideology-democracy (Ying, 1998). However, Chinese mainstream ideology emphasizes the interest of the public and the organizations.

Turkey: Beyond Social Curiosity? Mediated Voyeurism and Consumption of Reality Programming.

LEMI BARUH

KADIR HAS UNIVERSITY

MEDIA COMMENTATORS HAVE offered different explanations for the rising popularity of reality television. One frequently cited hypothesis is that the rising popularity of reality programs can be attributed to their ability to accommodate television viewers' voyeuristic needs. However, existing literature on audience behavior and reality programming only tangentially addresses the question of how television viewers' voyeuristic orientations factor into the choices that they make about consuming reality television.

The primary purpose of this paper is to fill this void by investigating voyeurism as a potential driver of reality television consumption. In order to do so, this paper presents the findings from a cross-sectional survey that asked respondents to report the frequency with which they watched 18 reality programs as well as a number of television programs from genres such as sitcoms, television dramas and soap operas. Also included in the survey was a voyeurism scale comprised of 8 questions measuring respondents' reactions to hypothetical scenarios within which they would accidentally come across opportunities to have a peek at the lives of other people. In addition to this voyeurism scale, the survey also included a battery of items measuring respondents' social curiosity (i.e. social comparison orientation and sensitivity to expressions of other people) and their tendency to put television into various uses (i.e. passive, informational, sexual, voyeuristic and curious) proposed by the Uses and Gratifications theory.

Analyses of the survey data suggest that voyeurism, as a psychological orientation, is positively related to frequency with which respondents watched reality programs. Also, a multivariate regression analysis of these variables suggests that the relationship between these psychological orientations and consumption of reality programs is mediated by voyeuristic uses of television. The relationship between voyeuristic uses of television and exposure to reality programs significantly deviated from linearity: the relationship between voyeuristic uses of television and reality television consumption got stronger with increasing preferences for voyeuristic uses of television.

Analyses of the data also indicate that voyeurism, as a driver of television programming choice, is distinct from measures of social curiosity that are conceptually similar to voyeurism. First,

voyeurism continued to be a significant predictor of consumption of reality programming after controlling for two measures of social curiosity (social comparison and sensitivity to expression of other people). Another important point of differentiation between voyeurism and social curiosity is their respective relationship with consumption of television programs that would not be categorized as reality programs. Whereas social curiosity was significantly and positively related to consumption of 'non-reality' programs, voyeurism had no relationship with consumption of non-reality programs. These results point to a possible difference in the television programming choices of individuals whose voyeuristic orientation is high and potentially suggest that 'reality' is a defining characteristic of their programming choice when it comes to satisfying their voyeuristic needs.

Fatty Temptations or Healthy Recommendations? Parental Attitudes Towards the Influence of Food Advertising on Their Children

DIETER GRAMMENS & LISELOT HUDDERS
GHENT UNIVERSITY, BELGIUM

NOWADAYS, CHILDREN GROW up in a commercial media society, in which television has a distinct role. In many families, this medium is even treated as a fulltime babysitter. Consequently, children spend a lot of time watching television. Several studies reveal that the viewing time increases according to the ageing of the child, and that television is a very important medium in children's everyday life. As a consequence, children are frequently confronted with television commercials and advertisers can reach children very easily by means of this medium. These commercials often contain information about products which are very tempting for children. Some of these products are custom-made for children, such as toys, theme parks and several food products (e.g. fast food and candy).

Advertising for foodstuff is omnipresent on television. These commercials often contain information about unhealthy food products, such as biscuits, potato crisps, candy and soft drinks. However, these advertisements often receive high likeability scores from children (Young, 2003). Consequently, food advertisements are often blamed for the high increase of children suffering from overweight and obesity. Several studies already investigated the impact of food advertising on children's food knowledge, food preferences, food purchases and food consumption patterns (Hastings et al., 2003). However, little is known about the attitude of parents towards the influence of food advertising on their children. Children need to be aware of this persuasive power of advertisements in order to be less compliant to these ads. Therefore, parents can inform their children about the consequences of consuming unhealthy food products and the persuasive power of advertising. However, parents need to be aware of this persuasive power first.

On the basis of a large scale survey, we investigated parents' attitude towards food advertisements tailored to their children and their perception of the influence of these ads on their children. Furthermore, we measured if this impression changes according to the social background of the parents and their children. In general, the results of our survey indicate that parents overestimate the amount of food advertising, but that they are not fully aware of the impact of food advertising on their child. They think that more than half of the advertisements their children are exposed to, concern food products. However, a recent content analysis proved that the proportion of food ads amounts to 22.6% (Bonnewyn, Debourse & Dochy, 2005). Most of the parents responded neutral to slightly disagree with the proposition that food advertising has an influence on their child. They see themselves as the most important players in regulating their children's eating habits. The awareness

of the influence of food advertising differs according to several factors. More specifically, parents of younger children or children suffering from obesity appear to agree more with the proposition that food advertising affects their child than parents of older children or children with a normal bodyweight. We also found that lower educated parents estimate the influence of food advertising on their children higher than parents with a higher degree.

Better Not Spoken: Eros and Thanatos in Some European Forbidden Ads

ANABELA GRADIM
UNIVERSIDADE DA BEIRA INTERIOR, PORTUGAL

THIS WORK DRAWS on the advertising campaigns forbidden in Portugal in the past five years, and analyses their content, providing examples of unsuitable messages under the existing legal frame. The case studies picked focus on questionable content in the domains of the ethical, taste, or moral values, overlooking the much larger number of complaints concerned with legal technicalities, and which also account for a vast number of suspended campaigns.

The purpose in doing so is to find out what went wrong with those messages - in fact, so wrong it made them forbidden. Advertisers face a paradox which sometimes leads them to cross the thin line between acceptable taste or morals, and not. Whilst struggling to catch the public's eye - and the scarce good attention is - ads have to stand out from the ever growing myriad of advertising stimuli, and that's when sometimes they cross the line, uttering things better not spoken.

This paper argues transgression in ads can be reduced to two main models, best described by the ancient metaphor of Eros and Thanatos. The first metaphor might be depicted as the self-preserved instinct, and includes sexual instinct, love and procreation among its defining characters; Thanatos reports to the opposite, the death instinct which comprises manifestations such as violence, hate, murder, or war, amongst other negative features. Though both instincts are vital to human survival, the paper argues that ads risk being outcast mainly when they exaggerate one or another, thus bringing out their negative side in a shocking or non appropriate manner.

After analyzing some of the Portuguese ads which incur in too much Eros, or too much Thanatos, the paper draws a comparison to similar products forbidden in other European states, inquiring on the subjectivity of standards that allow for a campaign to be forbidden in one place, and allowed elsewhere.

The materials gathered for this study have for source the Portuguese self-regulatory advertising authority, ICAP - Instituto Civil da Autodisciplina da Publicidade, and similar organisms in Italy, Ireland, France and Spain; as well as the information presented by EASA, The European Advertising Standards Alliance, which brings together national advertising self-regulatory organizations and organizations representing the advertising industry in Europe.

PANEL 9: JOINT SESSION WITH JOURNALISM

CHAIRS:

PPO: RISTO KUNELIUS, UNIVERSITY TAMPERE, FINLAND

JRE: IBRAHIM SALEH, AMERICAN UNIVERSITY, CAIRO, EGYPT

PRESENTERS:

Exploring journalistic imaginations of audience through discursive psychology.

CHIN-CHIH CHIANG

SHIH HSIN UNIVERSITY, TAIPEI, TAIWAN

Audience reactions to TV news topics: An empirical study in Belgium

FRANCOIS HEINDERYCKX

UNIVERSITE LIBRE DE BRUXELLES, BELGIUM

MADELEINE MCCANN: THE GREATEST STORY OF PUBLIC OPINION SEDUCTION

MARIA MADALENA OLIVEIRA

UNIVERSITY OF MINHO, BRAGA, PORTUGAL

EVERY YEAR, many children disappear; the incidence of missing children has risen sharply in the last decades. Even in Portugal, where the rates of violence and crime are not as high as in many other countries, many cases of kidnapping or crime involving children are known. And as in other countries, media use to report on these kinds of issues. However, Madeleine McCann disappearance has something different. Many factors contributed to keep her disappearance in the top of mass media agendas for so much time. The little four years old British child disappeared from the resort that her parents were staying in Portugal on holiday. The fact that the case concerned tourists spending time in a well-known place of Portugal introduced an extraordinary character to this occurrence. It was evident since the very beginning of the story that this would become a diplomatic issue too.

Two different judgments grew quickly among the public opinion: one segment tried to blame the parents who let the children alone while having dinner in a restaurant in the neighbourhood of the apartment; another one showed a surprising solidarity to the family. Devoutly Catholic, Maddie's parents found, in general, in Portuguese people a very strong support. During months, journalists focused attention in the police investigation. During months, McCann developed a very persuasive campaign to keep Maddie in public sphere. But nothing really new was being reported by journalists. So, why was the story gaining each more interest in mass media? How much is McCann's public relations convincing?

Analysing how newspapers and TV report on this case since the beginning, especially Portuguese media, we will attempt to answer this main question: what made of this case one of the greatest stories of public opinion seduction? The case seems to be an endless mystery. Is this enough to explain why journalists and concomitantly public opinion maintain a certain interest in a happening of which almost nothing new is known since May 2007? What should we learn about the relation between journalists and information sources concerning this case? Which lessons did ombudsmen and experts take of this particular media covering? How much may mass media influence public opinion and how much may public opinion expectations force journalists to report on an issue?

Transnational journalistic fields? Tracking the local and global in professionalism

RISTO KUNELIUS, UNIVERSITY TAMPERE, FINLAND

ELISABETH EIDE, UNIVERSITY OF OSLO, NORWAY

ANGELA PHILLIPS, GOLDSMITHS COLLEGE, UK

HILLEL NOSSEK, COLLEGE OF MANAGEMENT ACADEMIC STUDIES TEL-AVIV, ISRAEL

Cyberspace and the Dynamic of Identity Formation: A Tocquevillian Perspective.

JONATHAN MENDILOW, RIDER UNIVERSITY, USA

Media Discourse and Identity Perception about New Political Policy.

ECE KARADOĞAN DORUK

ISTANBUL UNIVERSITY, TURKEY

Comic Art Working Group

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Authoritarianism and Commercialism: Twin Influences on Cartoons Development in Kenya

LEVI OBONYO
DAYSTAR UNIVERSITY, KENYA

CARTOONS ARE A ubiquitous presence in Kenya's print media, especially in weekend publications. The development for caricatures started in Kenya with their use in advertisements, through communication of humor for humor's sake, to today's use in media for social and political commentary. The advertisements that early cartoons appeared in targeted the white community and featured Caucasian characters. During this period Kenya was still under colonial rule. The settlers controlled the economy, specifically the manufacturing and business sector, and represented the middle and upper class in whose hands rested the power to spend. When the first Kenyan comic strip featuring a black man was published nearly 60 years ago, it aimed at entertainment, but more than that, to attract the soon to emerge black audience. Cartoons aimed at helping the media to reach out to the growing audience of black media consumers in whose hands the economy, and the power of consumption, would soon rest. In the first two decades of independence cartoons functioned to broaden the reach of the media. But their role in the media broadened beyond that in Kenya's later history.

We argue that Kenya has systematically degenerated politically with the space to express freely shrinking as the country aged. The country's media were probably freest in the period leading to independence. The first African government after independence started to define for media the parameters under which the media should operate. Systematically, subsequent governments have continued to define that space more narrowly leading to the more recent physical raids by government agents into newsrooms that government considered hostile. Under such conditions media have had to devise subtle ways to communicate and cartoons have provided that subtle means of communication that circumvents state and party control. Cartoons have emerged as a strong newspaper selling point. This paper proposes that both the authoritarian theory and commercial model of media philosophy have been instrumental in the shape that Kenyan cartoons have had and account for the growth of cartoons.

Disney's Aesthetic Dream and The Uncanny Gaze – An analysis of an aesthetic category found in Walt Disney's 1930s Silly Symphonies

GUNILLA MUHR
STOCKHOLM UNIVERSITY, JMK, SWEDEN

IN THE 1930'S when Walt Disney was making the shortfilm series *The Silly Symphonies* in his animation studio in California the world had just gotten acquainted with a new way to understand the human psyche, a knowledge which was structured to a new science within the humanities – the psychoanalysis. This new discipline also came to bring new ways to relate to and understand human activities, and to express and represent human behaviour. How did this new approach find expression within the field of art, and further, within the domain of popular art?

This paper is carrying out an analysis of an aesthetic and thematic category found in Disney's shortfilm series *The Silly Symphonies*, which in this study is termed 'The Sublime Aesthetics and the Uncanny gaze'. A main focus in the analysis of the films

is the relation between the viewer and what is being viewed, or 'ways of seeing', and the kind of viewing perspective which is being promoted by the films. In order to examine the viewing relation and the gaze a reading of Jacques Lacan's picture theory is applied.

All since the conception of psychoanalysis the theory has exercised a great influence on the field of art, the human sciences and the intellectual life at large. For its founder, Sigmund Freud, the good artist and writer represents someone who in its creative work intuitively have understood and developed a sensitivity for what psychoanalysis intend to systematize on a theoretical level. In fiction, at the surface so harmless, an indirect expression of a mental and spiritual dynamic can take place, where the work of art can create an illusory space where our own repressed conflicts, through identification, can be allowed to return, without us being crushed underneath its weight. The psychoanalytic space becomes, in the best case, a lodging world within the world, in some sense a dreamed world, in which ones psychic reality can be developed and thereby become material to interpret.

The analytical category 'The Sublime Aesthetics and the Uncanny gaze' take, in this paper, its point of departure in the Silly Symphony-film *Wynken, Blynken and Nod* from 1938. The world in which we enter is a dreamed world, which seems to lodge several aspects of the human psyche. The element in which the point of view seems to be floating is alternating sky and sea, air and water. Our viewing position is unstable and displaced, positioning the point of view as something weight less, in a boundless space, similar to a transcendent state of mind. The point of view, or gaze, is released and disengaged from the worldly.

China's Farmers' Collective: The Frog Group

XU YING
INTERNATIONAL JOURNAL OF COMIC ART, USA.

SINCE 1983, a unique group of cartoonists has functioned in Qiu County, China. Called the Frog Group, they are farmers interested in drawing cartoons. The group was started by a cultural museum worker, Chen Yuli, and his wife Li Qingai. Both draw cartoons and train other farmers on the techniques of drawing. Their mission has been to allow farmers an outlet to express themselves. Hundreds of farmers have drawn cartoons as a result, many having won awards in China and abroad. Over the years, the group also initiated a subdivision for the training of children, called the Tadpole Class.

World War II Propaganda Cartoon Leaflets in Asia

JOHN A. LENT
INTERNATIONAL JOURNAL OF COMIC ART, USA.

DURING WORLD WAR II, cartoon leaflets were used as propaganda dispensers in Asia and the Pacific. Oftentimes, they were dropped from military aircraft with the hope that enemy soldiers and civilians would read them; other times, they were distributed by non-airborne ways. Their purposes were to demoralize enemy soldiers, promote anti-Western feelings tied to colonialism, and inflate the image of those forces distributing the leaflets.

This presentation discusses propaganda leaflets used by the Japanese and Chinese militaries. The many images shown are rare, mostly photographed from private collections.

HIV/AIDS Communication
research Working Group

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THEORIES & APPROACHES

The Elderly and HIV/AIDS Infection in Kenya: A Qualitative Analysis

NANCY MUTURI

HIV/AIDS IS DEVASTATING the sub-Saharan Africa where two-thirds of those infected with the virus in the world reside. In Kenya, the UNAIDS predicts that more than 1.2 million (estimated 1.2 -1.5 million) people live with HIV with an adult prevalence of 6.7% which is just below that of the sub-Saharan Africa region overall (7.5%). With no complete medical cure for HIV/AIDS various health and development sectors have recognized that behaviour change is crucial in preventing the widespread epidemic. Yet, existing programs focus on the youth while sidelining the elderly population who society assumes is at a lower risk of infection. Studies in the last two decades have shown that older persons are increasingly being infected by HIV/AIDS directly (personally through sexual contacts) and indirectly through interaction with persons infected with the virus including family and friends, their HIV symptoms are hard to detect because of aging. Because of the general lack of awareness about sexual practices among older people, they have been omitted in the communication and prevention programs, research and medical trials. Instead, myths and misconceptions that older people are not sexually active, that they only engage in monogamous heterosexual relationships, and that they don't use drugs, places them at the outer circles of prevention interventions.

With a focus on rural Kenya, this qualitative study sought to examine factors that put the elderly at risk of HIV infection. The study examined their understanding of the disease, their risk perceptions, attitudes and beliefs and behaviors that contribute to the risk of infection. Information was gathered through 6 focus group discussions with men and women in central Kenya with participant's age range of 50 - 74 years.

Key findings indicate that aging in rural Kenya is occurring against the background of social, economic and political hardship, widespread poverty, the HIV/AIDS pandemic, and the rapid transformation of the traditional extended family structure. Though there is increased awareness of the AIDS epidemic based on its toll on the population, there is an overwhelming denial and lack of understanding about the disease among the older population particularly in regard to effective prevention. Other contributing factors include the general lack of HIV testing, economic disempowerment, religious beliefs and cultural factors related to sexual relations, family structures and gender roles in the family, and changes in sexual practices.

Traditional awareness-raising strategies, which include public communication campaigns through the media, and interpersonal strategies through opinion leaders – local chiefs, religious leaders and health professionals – who address the epidemic at the public meetings and health centres are accompanied by condom distribution. However, there is a general lack of age-specific AIDS prevention programs that target the elderly, majority of who have taken sole responsibility of taking care of orphaned children and those infected with the virus. The study recommends communication approaches that include the elderly as a key segment of the population at risk of HIV infection accompanied by healthcare services, which are in short supply in the rural and remote Kenyan communities.

Mobilising change: what can we learn from the communication dynamics

ROBIN VINCENT

SOCIAL MOVEMENTS OF people living with HIV and AIDS, gay men, women, sex workers and people who inject drugs have developed a variety of innovative institutions and responses to HIV and AIDS in different settings at different moments in the unfolding history of the pandemic. HIV Social movements have also organised to counter stigma and discrimination in institutions and law.

As relatively independent expressions of civil society, mobilising people to set their own priorities and agendas for action, social movements often animate social change in way that formal, external development initiatives struggle to. The energy and sense of belonging that drove the early gay response to AIDS in the US for example, or the social mobilisations around HIV treatment in South Africa, show vitality and momentum that is often lacking in the externally designed initiatives of health and development agencies.

This paper draws on insights from the wider literature on social movements, and a range of case studies of specific HIV social movements, to understand their distinct communication dynamics. Social movement communication processes have much to teach us about:

- the importance of meanings and values in motivating and sustaining individual and social change
- how movements can develop novel communication approaches and ways of organising and that are culturally grounded
- ways of 'doing politics differently', and the limits of formal processes and institutions of politics and governance

The dynamics of social movements need greater attention and analysis to better understand the scope particular movements give for democratic involvement of people most affected by HIV and AIDS. As NGOs increasingly turn to campaigning that employs the symbolic and ritual trappings of social movements to provide a sense of belonging - from wrist bands to live music festivals - it is important to better understand and analyse the issues of power underpinning their dynamics of communication. Equally, it is important to understand more generally how much charismatic leadership may mobilise people for less transparent political agendas. The spectre of identity or emotionally based appeals being used to promote prejudice and fear - such as in some 'ethnic' and 'communal' conflicts in south Asia and Africa - shows that the dynamics of social mobilisation and social movements are in urgent need of greater critical analysis.

The paper reviews the above communication related issues and draws out the implications for policy and practice in HIV and AIDS and development communication that would support a genuinely inclusive development practice, able to work with the grain of locally owned responses.

HIV/AIDS Communication research

ARBIND SINHA

Communication research has been credited with unveiling many not so known facts about health issues. However, HIV/AIDS communication throws new challenge for both, programme people and the communication researchers working on it. HIV/AIDS is not only suffering from ignorance and support system, it is deeply rooted in social norms and cultural practices which poses greater challenge for communication researchers studying HIV/AIDS. It needs distinctive approach to plan communication for combating HIV/AIDS. At the same time conducting research in HIV/AIDS communication too require special approach and methodology.

The author presents an analytic account of various methodologies being used in India in studying development communication, especially health communication with focus on HIV/AIDS. Based on primary data from a programme where attempts are made to redesign communication through team approach with other applied discipline namely cultural studies, design, public health, and management. The HIV/AIDS control programme was carried out by a

multi-disciplinary team, which throws light on different dimensions of the HIV/AIDS control programme, carried out by the Gujarat State AIDS Control Society (GSACS) in Gujarat, a western province of India. The paper details out research steps that helped at each stage of programme – formative, process and summative.

GSACS formed a team of technical experts coming from anthropology, development communication, design, management, and public health. It was based on programme people's realization of using multi-disciplinary approach in designing a communication for behaviour change in India. As formative research anthropological insights provided base for developing culturally compatible communication package, especially belief, practices, and language. Development communication and design perspective helped packaging the content, and ultimately it was subject of public health, which is claimed to be more professionally managed. Such approach leads to relatively better acceptability of communication among the people of Gujarat

The paper describes the composition of research team that consisted of multi-disciplinary researchers with anthropologist, sociologist, psychologist, and development communication background. Each of them complimented the research based on their core competence. It explains how the use of ethnographic method helped in examining incidence of HIV/AIDS in fast changing cultural context of India where pre and extra marital relations are still considered as taboo. It also mentions of sociological approach that helped in indicating the eroding social values in India. The paper quotes opinion surveys conducted among different population group and draws experiences of other HIV/AIDS control exercises carried out in different parts of India.

Finally, the paper establishes that the task of HIV/AIDS communication research is, by its scope of work, nothing but an inter-disciplinary practice, very common in action research where the team has to get directly or indirectly involved at all stages of HIV/AIDS control programme. Thinking of any single discipline in HIV/AIDS research is like cocooning itself in a suffocated boundary. Today in era of creativity one often thinks of breaking the boundary - thinking beyond boundary.

The “affectiveness” of culture: Exploring the role of emotion in cultural approaches to HIV and AIDS communication

MARY MARSH, ROBIN VINCENT,
HELEN GOULD & CLODAGH MISKELLY

THIS PAPER EXPLORES the role of emotion or ‘affect’ in cultural approaches to HIV and AIDS communication. Emotion may be the missing link in understanding individual and collective motivation to change in relation to concerns addressed by development theorists and practitioners from a wide range of disciplines.

Emotion is implicated in questions of learning, knowledge, awareness, participation, ownership, identity, belief systems, attitude change, problem solving abilities and behaviour change, but it has been consistently neglected in development theory and practice. Understanding the role of emotion may help unlock some of the persistent social challenges (e.g. stigma and discrimination) now recognised as barriers to extended universal access to HIV prevention, treatment and care.

The paper draws on a wide range of interdisciplinary literature and on the experiences and lessons learned of cultural practitioners participating in *HIV/AIDS: The Creative Challenge*, an innovative project of Creative Exchange, that aims to consolidate more effective ways of addressing culture in development. It also explicitly aims to connect with the emotions/affect of participants and audiences as part of putting people's culture and experience at the centre of effective participatory work. In 2006, at a meeting of Kenyan cultural practitioners and policy makers working in HIV and AIDS communications, participants stressed their long held belief that, in essence, working with culture is about working with the emotions.

The paper focuses issues and questions related to better understanding the role of emotion/affect in participatory (and other) communication and cultural approaches to HIV and AIDS prevention and care.

Cultural approaches to development touch people's emotions and hence permit affective as well as cognitive learning. The paper explores emotion as socially produced, and linked to the embodied practice, habits and sensibilities of people in any particular social and cultural context. It recognises that artistic and cultural expression works with people's emotional responses to heighten engagement and draw people into an experience – to enhance a particular kind of understanding – even if different from the detached reasoning that many are more familiar with. Better understanding the role of emotion promises to deepen the framework developed by Creative Exchange to describe how culture intersects with development in terms of context, content, method and expression. However, cultural approaches are a two-edged sword. Because of their emotional character, they can seem open to manipulation, and for example in HIV and AIDS communications, could be used as easily to increase stigma against identifiable groups of people as to reduce it. Better understanding of the emotional dimension of cultural approaches is thus imperative, if development work is not to inadvertently do more harm than good.

Ideologies in the discursive manifestations of popular and well-known conceptual frameworks in HIV and Communication

MARJAN DEBRUIN

IN THE DEBATES about Communication for Social and Behaviour Change it has become routine to refer to various perspectives, each connected with “levels” of human behaviour and the influencing factors on this behaviour. The analytical distinctions of: individual behaviour, interpersonal behaviour, community, organisation and societal behaviour are used as points of reference for intervention and programming.

A similar distinction is used in the categorization of Models and Theories used in Behaviour Change approaches and interventions: the Health Belief Model (HBM), the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) are supposed to focus on “identifying, quantifying, and understanding the impact of individual-level determinants of specific ... behaviours.” (DiClemente et al., 2002:5). In recent times each of these theoretical approaches has been enriched with additional insights and models (The Precaution Adoption Process Model (PAPM); the Information-Motivation-Behavioral Skills Model (IMB); the Elaboration Likelihood Model (ELM). However, interpersonal behaviour, community, organisation and societal behaviour falls outside of the realm of these theories. This limitation is acknowledged and known.

The need for theories which would address the cultural, political, economic and social level determinants of sexual behaviour in which individual behaviour is seen as embedded and determined by many factors at different levels, has been expressed over and over – especially in the area of health promotion. Some of the “emerging” theories intending to address these levels are theories of Community Capacity; Social Capital Theory and the Conservation of Resources Theory.

My paper will analyse both categories of theories to identify their ideological positions on central issues such as “subject” or “agent”, “behaviour” and “change”; or: “community”, “behaviour” and “change”. The relevance of this exercise is based on the assumption that ideology leads us to see and define reality and by extension determines what will fall outside of our ‘blinkers.’ Ideology is defined as “a special form of social cognition shared by groups.” (Van Dijk, 2002: 2)

The paper will also identify how these approaches and theories conceptualize “communication” and its potential. It will look at the formulation of these theories in two sets of sources: academic literature in textbooks and academic journals as well as discussion and position papers from leading and influential international NGOs, such as UNAIDS.

Communication and Vulnerability in HIV/AIDS Care, Support, Treatment and Prevention Programming

SARAH CARDEY

SINCE ITS EMERGENCE over twenty-five years ago, the Human Immunodeficiency Virus / Acquired Immunodeficiency Syndrome (HIV/AIDS) epidemic has become a major challenge to international development efforts around the world. The complicated nature of the illness has meant that there are few domains untouched, on some level, by the impact of the epidemic.

Part of the challenge faced by practitioners and academics is how to address this complexity with the depth and sensitivity needed to affect change. While a great deal has been done since the emergence of the epidemic to develop and improve responses to reduce the incidence and impact of the disease, much remains to be done. In terms of communication thinking, critiques of the prevailing behaviour change approach to HIV/AIDS communication have given rise to calls for more integrated modes of development communication thinking and practice with regards to HIV/AIDS. Integrated approaches to communication auger well in terms of embracing the complex contexts in which people make decisions, rather than maintaining a predominant focus on behaviour modification. Understanding HIV/AIDS communication in an integrated approach to HIV/AIDS care, support, treatment and prevention has the potential to provide a framework for understanding and operationalizing a more complex mode of HIV/AIDS communication thinking.

This paper emerges from a study which posits that vulnerability thinking may provide insight into this integrated thinking. Understanding the synergy between vulnerability thinking and HIV/AIDS communication may provide some of the conceptual and practical understanding needed for the application of a more integrated approach to HIV/AIDS communication. This study suggests that spaces of vulnerability can be points of intervention for a more nuanced, critical application of HIV/AIDS communication to redress individual and social vulnerability to the disease. Further, as evidence emerges as to the prevention opportunities inherent in care, support and treatment activities (MacNeil and Anderson, 1998; de Guzman, 2001), viewing communication in terms of vulnerability will allow us the flexibility and the conceptual understanding to take advantage of these, until now, often missed or overlooked communication opportunities (Cardey, 2005; Cardey, 2006).

This paper presents some initial findings from a study reflecting upon the role of communication in reducing vulnerability to HIV/AIDS. First, this paper will present initial findings from three case studies of organizations involved in integrated HIV/AIDS care, support, treatment and prevention in Kampala, Uganda. In particular, it will focus on past, present and potential uses of communication within HIV/AIDS care, support, treatment and prevention programming. From these findings, the paper will discuss the political economy of HIV/AIDS communication in relation to the experiences and insights from the case study organizations. From a theoretical perspective, the paper will discuss how this influences current understandings of HIV/AIDS communication, particularly as articulated by Deane (2002). From a practical perspective, this paper will offer insights for HIV/AIDS communication practice, as they emerge from the experiences of the case study organizations. It will conclude with some emerging links between these experiences with HIV/AIDS communication, and vulnerability thinking.

Media Advocacy redefining HIV/AIDS NEWS: A case study of media advocacy for People Living With HIV/AIDS

GITA BAMEZAI

The present paper looks at the implications of such redefining moment for the country's media which was in the past monopolised both in terms of ownership and content by a select group of business families. During that period, selected issues which had business, national and regional implications were reported, seriously dealt with and given more space. Today, however, a large number of media platforms, primarily in the private sector, have brought a new meaning to the concept of news and practice of journalism. With a general change in the economy and internet availability, possibilities of using media to advocate issues of marginal groups today is a reality. One such group is the Positive network of HIV + people in the country. The Positive Network Organisation has had the support of the media in giving them voice to fight stigma and discrimination. The HIV prevalence in India has moved from high-risk population to larger segment of population in the younger age group and among women in the general population as well. Since the infection route has been largely through the heterosexual route, there has been an uneasy but concerted effort to position news regarding status of positive persons and the issues of stigma and discrimination. Temptation to sensationalize such issues can boost sales but can jeopardize the cause of PLHA in a country which is bound by traditional social and cultural values and mores.

The present paper analyses the issues of positive people and how these have been reported by the mainstream media both in the print, internet and television. Media has given visibility to the positive network, build in credibility and human rights angle of their cause and helped in setting political, policy and advocacy agenda. Debates and discussions in television programmes have replaced straight reporting and in this the medium has reinvented itself and also redefined the definition of conventional journalism. On a parallel level, opportunities in the new media have been used by marginal groups as a platform to assert their position and voice their concerns. It offers audiences new sources for news and new opportunities for self-expression. The paper also looks at the current political and civil society practices which have enabled such voices to have a parallel voice through internet.

This paper uses the methodology of content analyses and stakeholder interviews to establish if the media has given a free and fair representation to the PLHA and if HIV Positive women have had their issues covered and the stance given by media in their coverage.

MEDIA USE & CAMPAIGNS

The challenges facing the planning and management of HIV/AIDS campaigns at higher education institution in South Africa

VEENA PARBOO RAWJEE

THIS RESEARCH EMERGES within the context of the rapidly raising levels of Human Immunodeficiency Virus (HIV) infection amongst young adults and the escalation of deaths from the Acquired Immunodeficiency Syndrome (AIDS). Higher education institutions represent an area where there is a congregation of young adults – the high risk age group. Based on this, this study sets out to explore how HIV/AIDS campaigns are planned and

managed at selected higher education institutions in South Africa. It does so by critically examining the commonly used theories that underpin communication campaigns. In doing so it establishes that one of the key limitations of these theories is that it does not define the processes of how a campaign is translated into practice. It then critically explores several process models that could be used to plan and manage campaigns and in doing so teases out key limitations of these models. The study maintains that much can be learnt about the challenges of the planning and management process of HIV/AIDS campaigns if their components are explored by integrating these limitations into the organizing framework of campaigns. Based on the findings, the study offers recommendations for improving future HIV/AIDS campaign planning and management at higher education institutions.

Does Turkish press care about it? The link between real-world and the media reality on the AIDS epidemic in Turkey

ERKAN YUKSEL

THE MAIN PURPOSE of this study is to answer these questions: Is the press taking care about AIDS issue as it is in the real-world in Turkey? How important is the issue in reality, and how it is important in the media agenda? Is there a link between the news coverage about AIDS issue in Turkish press and the AIDS cases in Turkey? Has Turkish press done its responsibility?

The concept of social responsibility theory is defined by the Hutchins Commission and it focuses on the ideas "the press should provide a truthful, comprehensive and intelligent account of the day's events in a context which gives them meaning" and "the press should give the projection of a representative picture of the constituent groups in society".

McCombs and Shaw (1972) describes "agenda-setting" as a theory about the transfer of salience of the elements in the mass media's pictures of the world to the elements in the pictures in our heads. Dearing and Rogers (1996: 91) after evaluating 350 agenda-setting studies concluded that "real-world indicators are relatively unimportant in setting the media agenda". This is exactly opposite of the common belief of the journalism that the press publish what happens in the world.

In the case illustration of the agenda-setting process for the AIDS issue Rogers et al content-analyzed the number of news stories about AIDS in national newspapers and television networks in 1980's (Dearing and Rogers, 1996: 56). The analysis indicated that the real-world indicator of the severity of AIDS had very little impact on the agendas. The media agenda was affected by the science agenda, and to a less reliable extend by the pooling agenda the real-world indicator of the number of AIDS cases.

According to a report of Turkish Ministry of Health, the first AIDS case seen in 1985 in Turkey. The total reported HIV (+) and AIDS case number was 2544 in 2006. (http://www.unaidsturkiye_org -Turkiye'de HIV-AIDS Verileri.htm). The dilemma between the function of the media and being a mirror to the reality show up on this point.

The real-world indicators of the current study, the number of AIDS/HIV cases will be gathered from Turkish Ministry of Health. The amount of news will be answered by content analysis using PRNET Media Prof electronic press research program, which is the biggest electronic media archive of Turkey covering more than 1500 local and national newspapers during the years 2000 and 2006. The correlation between these data will be tested by SPSS. The social responsibility of the Turkish will be evaluated under the definitions of social responsibility theory.

This study is important due to that it will be the first study in Turkey focused on the AIDS/HIV journalism. The findings will show the degree of responsibility of Turkish press. It will help to take

Turkish press' care on AIDS/HIV epidemic. The qualitative evaluation will show a way in the meaning of social functions and responsibilities of the press.

Advocacy and HIV/AIDS Related Stigma in Ghana: An Examination of Extramedia Influences on the Framing of a Public Health Issue

PATRICK OSEI-HWERE & ENYONAM OSEI-HWERE

THOUGH MEDIA COVERAGE of various diseases may not be intentionally stigmatizing, the use of the mass media as a tool for destigmatizing disease must be purposeful and strategic. This usually involves what Schur (1980) describes as a stigma contest and calls for stigma champions who campaign to change stigmatizing attitudes held by the public. Although there has been a steady increase in the number of Non-Governmental Organizations (NGOs) working to stem the AIDS pandemic and to mitigate its effects, few studies have investigated their impact on media coverage of HIV/AIDS. The purpose of this study is to examine the influence of extramedia organizations on how HIV/AIDS issues are framed in Ghanaian newspapers. Theories of Influences on Media Content (Shoemaker and Reece, 1996), Framing, Media Advocacy and Schur's conceptualization of the Stigma Contest serve as the theoretical framework for this study. A content analysis of newspapers in Ghana is conducted to determine: (1) The framing of AIDS related issues in the media (2) The use of the media by NGOs and governmental agencies to speak against HIV/AIDS related stigma (3) Changes in stigmatizing coverage of HIV/AIDS in the news. A sample of these extramedia organizations are surveyed to determine: (1) Size and structure of the organization (2) How they frame the AIDS related issues they focus on (3) Interaction with the media regarding HIV/AIDS issues. This study demonstrates how media theories can be applied to mass media in developing countries and informs strategies adopted by NGOs to fight health related stigma.

Impact and Lessons Learned from a Youth-Focused Communication for Social Change HIV Prevention Program in Nicaragua

IRELA SOLÓRZANO, AMY BANK, HENRY ESPINOZA, RODOLFO PENA, MARY ELLSBERG & JULIE PULERWITZ

BACKGROUND: The Somos Diferentes, Somos Iguales (We're Different, We're Equal) strategy uses edutainment, social mobilization and local capacity building to influence public and private debate and promote social support, interpersonal communication and collective action. Sexto Sentido, a fictional youth-focused TV series, is the furthest-reaching component of the strategy, which also includes Sexto Sentido Radio, La Boletina magazine, thematic campaigns and alliance and capacity building activities.

In a country of low HIV prevalence and low personal risk perception, SDSI includes a focus on HIV prevention within the broader socio-cultural context of young people's sexuality, gender norms, risk perception and decision-making by promoting equitable gender and sexual responsibility norms and challenging stigma and discrimination. The campaign "We Need to Be Able to Talk" highlighted machismo as a risk factor to prevention. A quanti-qualitative study analyzes impact of the 2002-2005 program in an individual and social level, in terms of to gender, stigma, communication, and sexual and prevention behaviour, among other relevant variables.

Methods: The research included a longitudinal quantitative study and qualitative analysis based on interviews and group discussions with young people and key stakeholders. The quantitative

study was conducted with an initial random sample of 4,567 people, aged 13 to 24 in 2003 (with a 35% total loss in follow-up surveys in 2004 and 2005). The analyses are based mainly on the sample of participants in all three surveys, using multivariate analysis, population attributable proportions and stepwise logistical regressions. The population attributable proportions enabled absolute numbers to be projected for both the population of the study sites and the national urban youth population.

Results: Six out of every ten people had seen regularly at least two of the three seasons of the TV series, corresponding to the category of "greater exposure to SDSI". The data suggest that greater exposure was related to a reduction of stigmatizing and gender-in-equitable attitudes; an increase in knowledge and use of HIV-related services; and an increase in interpersonal communication about HIV prevention and sexual behaviour. The study also suggests that SDSI had important direct and indirect effects, with greater exposure influencing self-perception of risk, self-efficacy, interpersonal and partner communication about prevention, which in turn was direct and positively correlated with condom use. The study's qualitative component suggests that SDSI contributes to local initiatives and promotes dialogue, collective efficacy, links and coordination between organizations.

Conclusions and lessons learned: Given the massive reach of SDSI, the study suggests that it has made a large-scale contribution in key aspects of HIV prevention. The study validated SDSI's conceptual framework and strategic perspective, as the strategy fosters a more enabling environment for HIV prevention by influencing social aspects, and subjective and communication processes linked to individual behaviour. Furthermore, it provides an opportunity to explore and reflect on methodologies used to evaluate communication for social change programs and analyze issues and concerns related to social and individual changes and the relevance of integrating edutainment and social mobilization into HIV prevention.

Ask Buladi! Analyzing a HIV/AIDS awareness campaign in West Bengal, India

SATARUPA DASGUPTA

THE INCIDENCE OF HIV/AIDS infection in India has been one of the most remarkable in the world considering the significant increase in the percentage of affected people in the country during the last decade. The current paper looks at a health awareness campaign conducted by the state government of West Bengal in India during 2004-2006. Referred to as the Buladi campaign, it is one of the foremost of governmental efforts to utilize the mass media to propagate reproductive health knowledge with emphasis on HIV/AIDS awareness and preventive information. The campaign showcases a female puppet clad in a sari referred to as Buladi or elder sister Bula. Buladi advises people in different contexts and situations on the importance of implementing preventive measures against HIV/AIDS and other sexually transmitted diseases. The puppet also disseminates awareness information on reproductive health and sexually transmitted diseases. The Buladi campaign has been conducted mainly through billboards placed at strategic junctures in urban and suburban areas. Campaigns through radio and television have also been conducted with Buladi occupying slots in between popular programs.

The aim of this paper is to study few aspects of the Buladi campaign with reference to theoretical postulations whose relevance pertain to the field of health and development communication. Reference has been made to the findings of previous studies that analyze socio-cultural construction of sexual diseases, illness experience and risk perceptions. Sexually transmitted diseases have been observed to generate illness experiences that are particularly subject to social and cultural construction and vary substantially across the globe. The Buladi campaign involves a quite few inter-

esting attributes in context of cultural perceptions of sexually transmitted diseases. Previous research also indicates that risk perceptions of sexually transmitted diseases including HIV/AIDS are shaped by social and cultural factors, and therefore it is essential to study the cultural aspects of sexual risk understanding in order to formulate effective prevention campaigns. The Buladi campaign offers interesting insights into the construction of sexual risk perception in Eastern India especially since the campaign presents a variety of situations and contexts in which Buladi offers advice to one or more characters on safer sex practices. Prior research that examines media campaigns for HIV/AIDS awareness programs in developing nations has also been explored. The project tries to assess whether the Buladi campaign manages to subvert Indian traditionalism and prevalent notions of morality that affect the implementation of such campaigns dealing with sexuality, reproductive health and venereal diseases.

Community conversations as prevention, part of treatment and care

CECILIA STRAND

SINCE HIV/AIDS was identified as a major public health threat interventions have largely focused on clearly visible behaviours and structures making societies and individuals vulnerable. The ABC approach, abstinence, being faithful and use of condom have been vigorously promoted together with a growing realization of the need to address poverty and gender inequality as key drivers of the continued spread of HIV. However, these approaches are designed without fully taking into account culture, values, norms and traditions, which are invisible but have strong influence on aspects of individual behaviours and societal structures. More importantly, these approaches have focused on 'what individuals should do' rather than analysis of 'why' people continue to engage in risky behaviour. Community based participatory conversations could be a vehicle to target the 'invisible' and to address underlying factors.

Community Conversations (CC) is an approach that aims to empower communities to address their own concerns and problems in relation to their development. This UN initiated methodology can address a variety of development challenges- especially HIV/AIDS-related issues such as prevention, care, treatment, reduction of the pandemic's impact on communities. The methodology is based on a vision and recognition that communities have both the wish, and capacity to be actively involved in preventing, caring, change processes and sustained hope in the midst of the HIV and AIDS epidemic. The Community Conversation approach has its foundation in the creation of a safe and interactive space for facilitated conversations and reflections. The strength of this strategy lies in the fact it is firmly situated in peoples perceived reality and that any identified problems and solutions is derived from the community's own point of departure. Several countries in southern Africa have initiated community conversations in a quest to bring communities closer to a deeper understanding of the scope of the HIV epidemic. Qualitative and quantitative findings from Ethiopia jointly show that CC has had significant effects on participants in important behavioural change areas, namely the breaking of silence, the giving up of customary practices known to expose people to HIV, and the likelihood of seeking voluntary counselling and testing.

Namibia is grappling with an HIV epidemic where approximately a fifth of the population is infected and even larger segments are directly or indirectly affected. Albeit prevalence level seems to have stabilized, HIV and AIDS is one of the main development challenge making it unlikely for Namibia to meet both international development targets such as the Millennium Development Goals, as well as national development goals articulated in the Vision 2030. During 2007 a first round of 26 community conversation was held in five regions. A number of key driving factors were identified by these communities: cultural beliefs and practices, power relations,

witchcraft, polygamy, traditional healing practices, refusal to go for testing, men on treatment, the effect of poverty, lack of men involvement, Shebeens and bars, truck drivers and various misconceptions connected to the transmission of HIV. The following study will describe and analyze the initial experiences made in Namibia with community conversations as a method for re-examining more or less visible cultural practices, values, norms and traditions making people and communities vulnerable.

Nationalist discourse, human rights and social change communication in the Caribbean context

ROBERT CARR

IN THE DEBATES over the structural barriers to change in addressing the epidemic of HIV, some have begun to see Social Change Communication as playing a critical role. Recently, UNAIDS has begun to address the definition and strategy for social change communication that seeks to provide actors in the response with a more effective tool. This presentation will discuss a multi-pronged strategy for addressing homophobic violence in Jamaica as a test case for theorising about the real world implications of using SCC in addressing human rights violations. It discusses the conceptualisation of SCC as a product and a process through the lens of this experience, raising questions about the strategies and expectations of SCC as a key component of social change and supporting rights-based social movements for socially excluded groups in developing country contexts.

INTERVENTIONS

Resounding the Voices: M&E Challenges in HIV/AIDS Communication in Tanzania

THOMAS TUFTE & MINOU FUGLESANG

THE FEMINA HEALTH Information Project in Tanzania has in its strategic plan for 2007-2010 stated as its vision 'an empowered society that fosters democratic values, critical thinking and positive attitudes towards health lifestyles, gender equality, protected sexuality and HIV/AIDS'. This is translated into two development objectives which both aim to build a supportive environment where:

1. 'Young people in the communities enjoy their right to access information & services and are empowered to make positive informed choices around sexuality and lead healthy lifestyles in order to reduce the negative impact of HIV/AIDS.

2. Communities exercise their right to express themselves, participate in public debates & engage in civil society'.

FEMINA pursues their objectives by producing two of Tanzania's largest magazines – SiMchezo and FEMA, targeting rural and urban youth in a participatory multimedia intervention communication strategy with these two magazines as the key vehicles. They are at the heart of a broader overall edutainment strategy.

The question addressed in this paper is what role letters – written by the youth targeted in FEMINA's interventions – can play in assessing and documenting the outcomes of FEMINA's work. To which degree do the letters reflect processes of empowerment, voice and participation? Or rather, what do the letters reflect in terms of audience involvement in the FEMINA project, its aims, objectives and vision.

The paper is based on a systematic quantitative and qualitative analysis of letters written to FEMINA HIP. Based on an outline of a theoretical framework and analytical approach, situation letters

studies as an M&E tool within communication for development, and based also on a literature review of previous letter analyses, core quantitative and qualitative findings are presented and discussed. The paper will conclude by critically assessing possibilities and limitations of this methodological approach to assessing an HIV/AIDS focused communication for development and social change initiative.

Freiran Pedagogy as applied by DramAide for HIV/AIDS Education

DOMINIQUE NDUHRA

THIS PHENOMENOLOGICAL STUDY discusses the problem of whether the agents or actors who design strategies take full account of the concepts that their plans are designed to change. Therefore, in this paper, I critically assess DramAidE's methodology in order to show how efficient it is in the light of Freirean Pedagogy. In that, the study investigates whether there is an analytically bullet-proof communication form that necessarily achieves behaviour change, as it has occasionally been attributed to Freire, the Brazilian educationalist.

The theoretical framework of this study includes development communication theories along with the Entertainment-Education (EE) approach used in health communication. More specifically, the study is informed by Freirean critical Pedagogy and behaviour change theories. On the one hand, the Social Learning Theory (Bandura, 1977), the Fixation of Belief Model (Peirce, 1877), and, on the other hand, the concepts of intimate and social realms (Arendt, 1958) are also used to explain the realities observed in DramAidE's programmes.

The methodologies used, in addition to the literature review, consisted of semi-structured in-depth interviews along with focus groups interviews with DramAidE's staff, schoolchildren, teachers and caregivers.

Among other results established by this study, it is worth mentioning the growing interest displayed by beneficiaries towards DramAidE's programmes. Life-skills claimed by learners included aspects such as self-confidence, assertiveness, decision-making skills, informed sexuality, and improved communication. However, serious discrepancies were noticed between these life-skills, how well they were mastered and how effectively the learners put them into practice. Reasons for that proved to be rooted chiefly in peer pressures and cultural stumbling blocks, for example gender inequality and violence against females. This meant that peer educators needed a more supportive environment to bridge the gap between their awareness and praxis, hence being empowered enough to extend DramAidE's action.

Retrospective Analysis: Global AIDS Interfaith Alliance

LINDA, MAC INTYRE MORRIS

BACKGROUND/SIGNIFICANCE

GLOBAL AIDS INTERFAITH ALLIANCE (GAIA) is a non governmental organization (NGO) that was founded in 2000 by Rev. William Rankin, PhD and Charles Wilson, MD, MSHA in response to the devastation of HIV/AIDS in Africa. GAIA began its work through religious organizations to provide HIV prevention and care. Primarily, GAIA's work is in Malawi, Africa where the average life expectancy is 41 for males and 42 for females (UNAIDS).

GAIA's commitment began with supporting communities to address their own needs, an acknowledgement of the larger social context of poverty, the lack of educational opportunities and the disempowered status of women. This was followed by practical application that included funding for community initiated and community planned projects and the subsequent development of a village

intervention strategy that empowers village women to lead community efforts in HIV prevention and care. GAIA supports the community's autonomy in decision-making and is an acknowledgement that health issues are community situated rather than the responsibility of individuals. There is a tension between notions of market justice and social justice that is reflected in individual versus community health respectively (Minkler, 2006). GAIA's work aligns with social justice rather than market justice because of its focus, support and empowerment of communities.

Purpose/Aims

The purpose of this retrospective analysis is to understand how one non-governmental organization (NGO) established trust in Malawi to address the ravages of HIV/AIDS.

Methods

Semi-structured interviews of GAIA staff, volunteers and partners were conducted along with observation, informal conversations, analysis of documents and an unpublished evaluation of a micro loan project. Data was analyzed utilizing qualitative methods and Atlas.ti software. Cogent themes were analyzed and feedback from colleagues and GAIA staff was obtained to help ensure accuracy of findings.

Findings

GAIA uses a strength-based approach that emphasizes collaboration strategies in Malawi as opposed to a social action conflict-based model. Both need-based and strength-based approaches are utilized in GAIA's work in communities; however, the needs are determined by the community rather than the organization. Women are seen as the key to reducing the incidence and effects of HIV/AIDS in Malawi and a major thrust of GAIA interventions is aimed at improving women's socioeconomic status.

Conclusion

Due to GAIA's work in Malawian villages, the number of individuals tested for HIV increased from 500 people per year to 200 to 500 people tested per month. Over 1400 orphans have received basis support such a food, clothing and school supplies, over 1000 home-based patients have been cared for, and more than 11,000 people have gone for HIV testing. The main lesson that GAIA learned by working with the Malawians supports much of what the literature states about community building and organizing. One interviewee summed this up stating, "Unless the community really is behind it and wants to take part, that organization won't get off the ground."

Mainstreaming HIV and AIDS into Cultural Practices, Beliefs and Customary Laws

LOIS CHINGANDU & CECILIA MHITI

HIV AND AIDS are no longer viewed narrowly as biomedical issues, but broadly encompassing economic, environmental and sociocultural issues. Many researchers firmly believe that without the sociocultural elements for example, today's current HIV and AIDS epidemic would be distinctly different - in its geographical and epidemiological distribution, transmission patterns, manifestations, as well as its effects. In the absence of curative medication, behaviour change remains the only sure cure. However, effective behaviour change is obstructed by various cultural practices, norms and beliefs. As such, it is important to examine, understand and highlight the sociocultural factors that give HIV and AIDS its current countenance by trying to answer questions as: What are the sociocultural factors behind current HIV and AIDS statistics? How have HIV and AIDS in turn altered human culture? What is the role of cultural practice in HIV transmission and prevention? Are there any cultural practices that should be discarded if we are to emerge vic-

torious from the current epidemic? It is also important to examine how culture itself can be a resource in HIV and AIDS prevention efforts. Do we have any cultural practices that can be adapted and modified to our advantage in addressing HIV and AIDS?

Programme Description:

The presentation will highlight as a best practice a SAFAIDS/Seke Rural Home Based Care (SRHBC) project initiating dialogue on culture, HIV, AIDS and gender in rural Seke, Zimbabwe. Uniting men, women, and custodians of culture (traditional leaders, traditional healers, and religious leaders) and in a participatory fashion, the project identifies those cultural beliefs and practices that put people most at risk of HIV infection e.g., widow inheritance (kugarwa nhaka), spirit appeasement (kuripira ngozi), virginity testing, traditional views of male supremacy, female submission, women's unequal power status, the male prerogative to have extramarital relationships ('small houses'), and lack of communication between men and women about sexual matters among others. Couples skills to communicate were enhanced through training on sexuality (body mapping); sexual and reproductive health; and communication and negotiation skills for safer, satisfying sex. The project, through the formation of village level change committees, also charts the way for the creation of sustainable, practical, and positive culture change as a way of scaling up HIV prevention efforts.

Lessons Learnt:

The need for effective strategic partnerships with local players including custodians of culture for any meaningful cultural intervention

Use of participatory communication and involvement of all community members

The need for a level of sensitivity that allows people to comprehend that their way of life is not being arbitrarily criticized, belittled, or blamed.

Changes in cultural practices and beliefs should be initiated by the community

Recommendations:

- Create more platforms for coordinated dialogue with key stakeholders on linkages between gender, HIV and AIDS and culture (Seke district, other rural/urban areas, region)
- Mainstreaming HIV/AIDS into other programme activities is a strategic way of addressing developmental challenges (move from vertical programming, independent of other related activities)
- Bridging Policy gaps – cultural practices and customary laws should be in line with the country's HIV and AIDS Policy
- Integrate training workshops addressing specific issues in dialogue sessions
- Include the youth in dialogues.

Discordancy and Disclosure

JYOTIKA RAMAPRASAD

DISCORDANT COUPLES HAVE one uninfected partner despite years of sexual contact. While attention has been paid to determining medical reasons for such occurrence, the social impact of discordancy is also important. First, it is important that the infected partner disclose his/her status to the uninfected partner. Second, it is critical that this disclosure take place under the supervision of counsellors. And third, it is important to keep discordant couples discordant so that the uninfected partner stays healthy and is available to take care of the infected partner and the couple's children. For this to happen, counselling and interventions that communicate how this may be done are required.

This paper will discuss discordancy and disclosure first. It will then go on to describe the results of a focus group with disclosed discordant couples and of in-depth interviews with counsellors and other social workers/staff members dealing with discordancy in

one community in Kampala, Uganda. The major data collection occurred in summer 2006, with updates in 2007 and January 2008.

The paper will discuss the three to four month long intervention planned and implemented for this group, the successes and failures, and issues of concern to the group including income generation to sustain the couple, outreach activities by these couples to "find" and assist other discordant couples, how to manage the desire to have children, and their attempts towards "positive" living.

The paper will also discuss how the fact that HIV is a gendered disease has an impact on disclosure and its consequences for women, both when they are the positive partner or the negative partner. These consequences include violence after disclosure if the woman is positive and lack of negotiating power over sexual contact with their husbands when the woman is negative.

Finally, because some of this research was part of formative research for a possible social change campaign, the paper will discuss the plans for this campaign, including what the message will be and how it will be produced. Briefly, because of the consequences of discordancy/disclosure, it is important for couples to test together in VCTs, where they receive pre-test counselling, joint disclosure of results, and post-test counselling. This prepares them for positive or negative concordance, and more important for discordancy. It also removes the need for a positive partner who tested alone to come up with a ruse to bring his/her partner for testing without disclosing his/her status. Possibly, by July 2008, the materials may be ready and will be available for showing at the conference.

POSTER PRESENTATIONS

Sexual Talk: Dualising Sexual Performance-implications for HIV prevention

JOHN EUDES KUNDA LENGWE

HIV AND AIDS in Southern Africa is predominantly transmitted through hetero-sexual intercourse. Considering sexuality is critical to efforts to mitigate the impact of HIV in the sub-Saharan region. This study was an ethnographic exploration of how students talk about sex[uality] in their daily interactions. It was discovered that, following Goffman's dramaturgical performance theory and sexual scripting theory, the students' worldview is dualised into the formal and informal realms of experience. This includes the overt, acceptable presentation of selves versus the chaotic daily experiences of the intricacies of the sexual faculty. Abstinence is deemed unrealistic, faithfulness is not a virtue for university space which is dispensed from overall social morality. It is thus recommended that HIV prevention efforts would benefit from an understanding of the qualitative dimensions of sexual experience amongst students in South African universities. Sponsorship of ethnographic research of this nature would have a 'contamination effect' desirable as a social engagement for behaviour change and would also inform policy for engagement in reproductive health and HIV Prevention.

Fighting the AIDS fatigue by using digital strategies in primary prevention campaigns: insights from a case study among South African university students

DORIEN BAELDEN
TANIA VERGNANI
JOACHIM JACOBS
LEO VAN AUDENHOVE

CONSIDERING THE HIGH HIV infection rates among South African higher education students, primary prevention programs

are tremendously important. However, as the literature points out, many of the previously developed campaigns do not have the desired effect. Behaviour change on a large scale fails to occur and some studies point out that teenagers and adolescents are getting tired of hearing about AIDS. Consequently, if South African higher education institutions want to gain and maintain students' attention, they will need to apply new, creative and innovative messaging solutions. Information and communication technologies, and the internet in particular, have a number of important advantages for this type of messaging when compared to traditional media channels. These include interactivity and anonymity. Therefore ICT in general and the internet in particular offer new and innovative ways for setting up HIV and AIDS prevention campaigns. By conducting a case study at the University of the Western Cape (UWC) this research attempts to gain insights in how a digital campaign could and should look like. Therefore the research focuses on 1) student preferences and dislikes concerning new HIV and AIDS campaigns in general; 2) student opinion on using ICT for HIV and AIDS campaigning; and 3) student ICT readiness. The research uses a combination of quantitative and qualitative methods using self-completion questionnaires, focus group and in-depth interviews. With regard to the development of new campaigns, students expressed strong preferences for interactive, participative, down-to-earth and 'in your face' campaigns, dealing with social and cultural issues that are related to HIV and AIDS. In addition, most of the students responded very positive on the idea of using ICT for primary prevention messaging, noting that computers and internet are, more than traditional channels, media of their generation. However, as some students remarked, infrastructural problems (e.g. outdated computers, slow internet connections) and the distractive character of the internet (e.g. huge amounts of information, games) could be drawbacks in developing digital campaigns. With regard to the ICT readiness of students, the research showed that the initial ICT skills of incoming students are relatively basic. Yet, as a consequence of the compulsory ICT courses and self-study, students seem to acquire the necessary skills rather fast.

The World Starts With Me: the development and cross-cultural evaluation of a computer-based sexual health education program in of a computer-based sexual health education program in Uganda, Kenya, Indonesia and Thailand

LIESBET RIJSDIJK

IN 2003 THE WORLD STARTS With Me2 – a comprehensive school-based sexuality programme - was developed by Butterfly works, Schoolnet Uganda and the World Population Foundation (WPF). In subsequent years, the programme has been locally adapted and introduced in Kenya, Indonesia and Thailand. The adaptation of the programme in each country is based on local situation analyses and was conducted by local working groups, consisting of both teachers and students. These working groups were supported by an advisory board, consisting of the main stakeholders such as the Ministry of Education, the National AIDS Committee and the Family Planning Association. Trained in the principles underlying WSWM, these working groups were responsible for reviewing the Ugandan version of WSWM and developing a draft programme that corresponds to local (youth) culture, context and language.

Although this adaptation process has resulted in changes in appearance of the WSWM-programme (e.g., looks of the virtual peer-educators and the environment), the language used and the selection of some themes and topics, the main principles and content of the 14 lessons of the programme remained the same.

Kreuter et al (2002)³ distinguish five strategies for enhancing cultural appropriateness of health promotion or -intervention pro-

grammes:

1. Peripheral strategies; this strategy focuses on appearance of the programme materials (visual style of health education materials, like images, colours used, picture of people like the target group, and declarative titles, like "a manual for Ugandan youth").
2. Evidential strategies: seeking to enhance the perceived severity of a health issue for a given group by presenting evidence of its impact on that group (e.g. epidemiological data).
3. Linguistic strategies: using dominant or native languages of the target group.
4. Constituent-involving strategies: drawing directly on the experience of the target group, like peer-educators.
5. Socio-cultural strategies: dealing with and communicating on health issues in the context of broader social and/or cultural values and characteristics of the target group.

In adapting existing programmes to local cultures, the first four strategies seem relatively easy to achieve, for example by working closely with local professionals and advisors and people from the target group. Pre-testing of materials, forth-and-back translation, target group research etc. are all methods which can be useful within these strategies. The fifth strategy, however, seems to be the most important and the most difficult one to achieve. This strategy needs to come from within the culture. It means that a group's cultural values, beliefs, conceptualisations and practices regarding sexual health, rights and sexuality, should be the starting point for developing an intervention programme.

In this paper, we will discuss how the five strategies apply to the adaptation of the WSWM programme and will show to what extent this has resulted in differences in each respective country. In addition, we will discuss our plans to evaluate these cultural aspects for the WSWM programme, and the problems and issues we have encountered so far.

Using Theatre as a Tool for Social Change: A Project Involving At-risk Groups in HIV Prevention

NIRUPAMA SARMA

GLOBALLY IT IS WELL KNOWN that social determinants such as social exclusion, poverty and lack of access to health services have a significant impact on health-seeking behavior, including HIV risk behavior. In India, as in several other countries, this is especially true of stigmatized and marginalized groups such as female sex workers (FSW), men who have sex with men (MSM), transgender populations, and injecting drug users (IDU). The Indian constitution, legislation and an all-pervasive stigma in the country cast female sex work, male-male sex and injecting drug use within a framework of illegality.

India's HIV epidemic is mostly concentrated among these "at risk" groups, who have been the "targets" of HIV prevention programs and didactic, condom-centric communication messages and strategies for almost 20 years. Predictably, these communication interventions have been ineffective, further stigmatized these groups, and driven them into hiding, away from the reach of NGOs and prevention services.

HIV communication therefore, needs to focus not just on, for example, HIV/AIDS risk among these groups, but also the social, legal and economic factors that render them vulnerable, such as low self-esteem, stigma, hostile legislation and law-enforcement. Reducing the overall vulnerability of these groups can contribute significantly to reducing their risk to HIV.

Objectives of this paper

- Describe a participatory "Magnet Theatre"⁴ project implemented by and for at-risk groups in four high HIV prevalence states in India.
- Detail the specific elements in Magnet Theatre that extend it

beyond the traditional ABC approach into a powerful transformative tool for reducing vulnerability, promoting participation and empowerment among at-risk groups

- Demonstrate that HIV prevention can be more effective by addressing social determinants and vulnerabilities of marginalized groups rather than the traditional didactic messaging focused on HIV risk behaviors and condom use.

Methodology

- Describes technical aids for designing and implementing Magnet Theatre including selection criteria, capacity building curricula, issue identification, monitoring and evaluation
- Shares findings of an evaluation of the project and the scaling up and replication of the project in several states and districts in India

Value of the paper

Theatre is commonly used as a communication tool for HIV prevention efforts in several countries; however, often they are didactic and non-participatory. The Magnet Theatre methodology provides a radical departure from such efforts in that:

- It is by and for the community, hence serves as a tool for communication as well as community mobilization
- It promotes empowerment by focusing on social factors of immediate relevance to marginalized groups rather than didactic and condom-centric messages
- It is cost-effective and sustainable

Breaking the Gender barriers through leadership by Female out of School Youth

ONYEMELUKWE AKAOMA

GENDER BASED DISCRIMINATION: cultural practices and low literacy level are factors which have affected the female out of school youth in their development especially in their reproductive and sexual health behaviour leaving them excluded and vulnerable to sexually related violence and infections such as HIV/AIDS, STI therefore deepening poverty and powerlessness to take charge and control of their situations. There is therefore a need to break the barriers by establishing leadership and voice of the youth especially the female out of school youth who are hard to reach to be effectively targeted and reached.

Description

Understanding the gender based barriers limiting leadership of the FOSY, making them hard to be reached in programming. The programme developed strategies of reaching FOSY such as advocacy to parents and female influencers, holding FOSY interactive forums, use of special events and edutainment. They were trained to lead processes of advocacy, peer education and facilitation among peers, community mobilization processes using the Peer Education plus (PEP) Model. The model is effective for reaching vulnerable community of people who are high risk for prevention based intervention. It has strengths in facilitating participation, ownership and leadership, advocacy, peer education, integrated access and placement of products in the community for behaviour change communication.

This increased participation and leadership not only in numbers but also in knowledge, voice and visibility within the community. The emergence of community based organization where the FOSY established leadership, empowerment and self esteem. The community based organizations were nurtured both institutional and programmatic to lead processes of community response and access funds to sustain program implementation. Economic empowerment programs were instituted to facilitate and transform the Female out of school youth positively and ensuring maintenance of positive behaviour changed within the live of the programme.

Lessons Learnt

Developing programs from a rights based perspective is essential in promoting the fundamental human rights of the FOSY. Understanding the element of gender barriers to the participation of FOSY; integrating participation and leadership as a core of programs is vital for impacting lives. It is important to institute learning at all interactions, effective communication and interactive forums with female influencers for the programme to be more effective. Ownership of community level programming is very vital for behaviour change.

Recommendation / Next step

It is vital to nurture the female out of school youth to ensure that the barrier of gender based discrimination in the community is broken at all levels. Create avenues for empowerment and transformation of their lives positively.

Promoting Community Participation using the STAR Methodology

ONYEMELUKWE AKAOMA
MONYE CHIENDU

Issues

Understanding the rights perspective of issues affecting people living with HIV&AIDS of which their rights are to be protected, promoted and fulfilled. The issues of stigma and discrimination have fuelled the death due to mismanagement, denial and infection rate of the pandemic. The issue of gender is crosscutting promoting powerlessness, vulnerability by gender, sexual related violence. The issue of treatment access, low treatment literacy and lack of leadership and capacity to develop programmes to support their community are weak. There is a need for greater as well as meaningful involvement of PLWHA to deal with their issues using clear community participatory process to foster analysis and sexual communication.

Description

The STAR (Societies Tackling AIDS through Rights) methodology is empowering process which fosters communication for social change in the community. It is a combination of the strengths of REFLECT methodology and Stepping Stones methodology; with strengths in mainstreaming HIV&AIDS into community, dealing with gender barriers and stereotypes, stigma and discrimination fuelling the spread of the infection. It is makes use of participatory tools and techniques for analysis's.

A Process driven training was carried out for PLWHA on how to use the methodology, participatory tools. This training was step-down orientation training was held to sensitize the community leadership and stakeholder on the usefulness of the methodology so that support and trust would be gained for the proper implementation of the process. This was followed by selection of communities based on the data on poverty level index, prevalence rate (High level of HIV&AIDS incidences), low literacy etc. based on this criteria, community facilitators were selected and trained on how to deepen the process and use all the tools to elicit issues, deepen the question and analysis and develop collective action to address the issues. It seeks to empowerment communities to take critical action on issue from a collective responsibility perspective and break down the walls of gender barriers in the community, promoting rights, justice and fairness, equity and effective communication.

From this process, capacity of the community was built on demanding their rights from duties bearers, policy makers on universal access to treatment and home based care. The mobilization of people on this issue made of improvement and support fro treatment especially for women and children. More people became open about their HIV&AIDS status making for the emergence of new support groups for people living with HIV&AIDS and the promotion of positive living was a reality.

Lessons Learnt

Building trust and support by using effective community entry process creates enabling environment. Applying the principles of greater and meaningful involvement of people living with HIV&AIDS is essential for leadership and participation as well as decision making. Breaking the underlining barriers and mainstreaming HIV&AIDS in community analysis made for greater community level interaction, action and change. Using participatory approaches and the rights based approach are approaches fostering greater development impact.

Recommendation

Greater impact, action and change are experienced when communities are empowered to deal with their issues; using of participatory and right based approach.

Promoting HIV communication at family level through the memory book: an experience of NACWOLA

MAGERO JACINTA

THIS PAPER PRESENTS NACWOLA's experience facilitating of HIV communication in the family level.

Description: Information dissemination has contributed to the success story of Uganda in Combating HIV/AIDS. Until recently most of the information was targeting people who are not yet infected and was little of this information is child centered living children with a lot of fears and unanwere questions about HIV and its effects.

National Community Of Women Living with HIV/AIDS in Uganda is a membership organization operating in 27 districts in Uganda. It was started to solve the information gap and stigma experienced by women living with HIV/AIDS in Uganda way back in 1992. It opened a resource center and was involved in development and dissemination of IEC materials. The drama group and radio talk shows key tools in mobilization and information dissemination. Members had a burden of communicating to their children about their sero-status while the children were suffering stigma from neighbor hood too. These children wanted to hear from their own parents but did not know how. Discussing HIV meant discussing sex with children which is a taboo in most Ugandan societies. By 1997, started on an initiative, the memory project to support parents over come the burden of non-disclosure to their children and other family members.

Conclusion: The memory book is an HIV communication tool that supports parents discuss HIV and its impact at family level and in the process helps information to be passed to children at family level and in the process bridging gaps in HIV communication.

Persuasive Communication skills in the uptake of HIV Counselling and Testing (HCT) among female Nigerian University students: Focus on the University of Calabar, Nigeria

MARY A. MGBEKEM
CHARLES B. U. UWAKE

BACKGROUND: HIV COUNSELLING and testing (HCT) is a valuable way to identify people who need HIV care and has been shown to lead to the adoption of safer sexual behaviours among sexually active young people. The study investigated the behaviour dynamics surrounding HCT and how persuasive communication skills could be employed in encouraging young women at the University of Calabar South-east Nigeria to uptake of HIV counselling and testing. It also attempts to ascertain which strategies are potential-

ly effective in encouraging the cohort to uptake HCT.

Methods: Qualitative and quantitative research methods were employed in the generation of data. First phase examined the level of uptake of VCT services by the students through the examination of records. Afterwards, an interview schedule was designed to assess the uptake of HCT services among the students. Lastly, a survey questionnaire examined the influence of knowledge of HIV/AIDS, risk assessment, sex behaviour and life style and fear of stigma and discrimination on HCT uptake as well inquiry on which communication strategies and channels that are potentially effective in encouraging them to uptake HCT. Fifty-six female undergraduates voluntarily participated in the interview sessions and 640 female students voluntarily responded to the survey instrument Motivation for HCT Uptake Survey. The analysis of variance (ANOVA) was used for data analysis and the hypotheses were tested at .05 level of significance.

Results: The results showed that the female students, although appreciative of the potential benefits of HCT (61.7%) were afraid of the outcome of the results. Some of the respondents expressed concern about confidentiality (74.3%), the testing process (64.6%), the accuracy of test results (59.9%) and the cost of HCT services (64.2%). Regression analysis showed that stigma and discrimination significantly influence female undergraduates' uptake of HCT services despite their knowledge and apparent sensitization level on HIV/AIDS pandemic, implying the persuasive communication strategies are needed to encourage uptake of HCT among this cohort.

Conclusions: Nigerian female undergraduates have a clear understanding and knowledge about HIV/AIDS, how the virus is transmitted and what can be done to prevent spread of the virus as well as the potential benefits of HCT. In spite of this, they are ambivalent and reluctant to uptake HCT. Systematized persuasive communication and social promotion of HCT services are expedient and should hold promise in fostering positive disposition towards the uptake of HCT among the cohort.

may or may not want to be, or be capable of, caring for children. Situating itself relative to HIV/AIDS in the developing world, it forces us to question how hard we fight for various rights without considering the implications of many of our sisters around the world battling for basic survival.

1 DramAidE refers to an AIDS, life-skills and sexuality education program that operates in Kwa-Zulu Natal (South Africa) since 1991. It works with high schools, universities, youth-out-of-school, and primary schools.

4 Magnet Theatre is a specific adaptation of other participatory theatre forms such as forum theatre, with specific elements such as an incomplete and organic script; fixed dates, time and venue for performances; problem solving and solution enactment by audience participants. Originally used with general populations in Kenya, it was adapted for use by and for at-risk groups by Path in India for the first time in 2006 under the Bill and Melinda Gates-supported Avahan Initiative.

African Grandmothers: HIV/AIDS and 'Skip-Generation Parenting

LINDA K. FULLER

WOMEN OF AFRICA'S most productive age group in terms of child-bearing and labor force also are the hardest hit by the AIDS epidemic-leaving their households to be headed by either the children themselves and/or by those children's grandparents. This presentation concerns these African elders who, typically lacking financial and social support, often find themselves enmeshed in poverty, unending and taxing daily chores, and 'skip-generation parenting.'

By the time my sons became ill with AIDS...I had to resume the role of a

mother caring for her sick children. I was the only one who could ensure that their physical and emotional needs are met. It was very touching having to nurse my sons again and watching them bed-ridden and deteriorating day by day. My heart shrunk whenever I thought of caring for my grandchildren and the death of their fathers. Their sickness had started encroaching on the savings I had made for my own welfare in old age. It was very painful watching them die. When I was a young girl of 17 getting married, I never dreamed that someday I would see three of my sons die.

This testimonial by a woman identified only as Lucy, whose sons left six orphans, two of whom were HIV-infected, is included in a paper on "Poverty and HIV/AIDS in Sub-Saharan Africa" for the United Nations Development Programme (UNDP). It is expected in her culture that extended family, even "extended-extended" family, will help others, and that women will bear the brunt of that concern and compliance. This presentation, concerned with what has come to be called "the grandmothers' disease," is an encouragement for us to consider mothering by grandmothers, women who

Diaspora and Media Working Group

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Transnational media use; spatial stability and temporal expansion

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WITH PHENOMENOLOGICAL NOTIONS on taken-for-grantedness as point of departure, this paper is about the temporal and spatial aspects of media use in transnational everyday life. The phenomenological approach implies that everyday life is considered as a delicate balance between stability and expansion; between routines and incorporation of the new. The media are interesting in this respect, since they both support the recursiveness of daily life and contribute to widening of personal horizons. This has been recognized within audience studies, especially in relation to a recent focus on time and space (Scannel, 1996; Morley, 2000; Moores, 2005). To a certain extent this has also been attended within the field of media and diaspora, then with a focus on transnational media as means to create a stable everyday life (Tsagarousianou, 2004; Robins & Aksoy, 2006). However, what is eloquent is the different way time and space has been approached in the research, especially in relation to the duality of stability and expansion. For example, there have been established more or less implicit relationships between temporality and stability; how media provide everyday life with temporal structure. Spatiality, on the other hand, has mostly been brought to the fore in relation to expansion; how media hold potentials of virtual travelling. These are interesting elaborations, showing the relevance of temporality and spatiality in media studies. However, they also illuminate lacunas. In this paper I am interested in the relationship, on the one hand between spatiality and stability, and, on the other hand, between temporality and expansion. Put differently, how may transnational media use contribute to spatial stability and to temporal expansion?

To approach this duality one has to focus on the role of media in the process of making space to something taken-for-granted; the way media provide spatial confirmation. In addition, it means attending the way the media may bring back past environments and past sequences of lived experience to the contemporary everyday life. In other words, media and temporal expansion are related to biographical aspects of identity.

Such elaborations are of certain weight when it comes to theorizing migration, since migrants' everyday life is characterized of not only cultural complexity, but also spatial and temporal complexity.

Creative exploitation or creative capitalism: Analysing the impact of western foreign exchange policies on the intellectual capital of Africans in the diaspora

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REMITTANCE AND MIGRANT labour issues have attracted many scholarly, government and NGO policy debates, conferences, workshops and research interests: (Buch et al (2002); Carling (2004); Mutume (2005); PriceWaterhouseCoopers (2007); Mares (2005); Lucky (2007); Udogu (2005); Balakrishnan (2007); Savina (2003); Bester, de Koker and Hawthorne (2004); Genesis (2003); Mohammed (2005); Plaza (2007); Orrenius (2003); Tiemoko (2003); Sander and Maimbo (2003); Isern, Donges and Smith (2006) and so many others. Many of these debates have centred on the benefits of remittance in the development of diasporic homeland infrastructures and basic conditions of living. World Bank (2007 and 2008) figures recorded remittances to developing countries to reach \$240 billion in 2007. It also implies

that as many people migrate from developing countries to Europe and the rest of the developed world, remittances also grow to the point of treating diaspora remittances as possible credit bonds that can be used to increase a nations borrowing capacity. The figure also shows that remittances have surpassed foreign aids to these developing nations.

This growth coupled with global sense of insecurity since 9/11 has led to tougher monetary policies which have been linked to anti terror legislations. For example in the Financial Action Task Force (FATF) recommendations on anti-money laundering (AML) and combating financing of terrorism (CFT) proposed by the UK has been embraced in South Africa (Hennie Bester, Louis de Koker and Ryan Hawthorne (2004). Among the various researches on remittance a few have looked at the cost financial cost of transaction between point of remittance and reception but none to my knowledge has looked at the intellectual capital cost of remittance as a result of these regulations. This research posits that there are exploitative capitalist agenda behind such regulations beyond the security subterfuge which members of the diaspora are made to believe. It also posits that such regulations are meant to exploit the intellectual capitals of vulnerable migrants who have little option by way of migration and labour, especially those who are classified as undocumented migrant workers. By implication, the regulations are meant to further marginalise developing countries into state of servitude.

For example in QLD Australia, Mares (2005) documented difficulties encountered by vegetable farmers in securing willing workers to enable them harvest their crops. Queensland Fruit and Vegetable Growers Association estimates that such labour shortage costs them up to 10 per cent of their crops or about \$900 million. The short term solution to most of this labour shortage has been the use of undocumented workforce - which comprise of mainly illegal migrants. In the UK, report by PricewaterhouseCoopers republished by the Guardian (2007), found that "(Migrant) workers tend to be relatively productive and have filled important skills gaps in the UK labour market rather than just displacing UK-born workers". The research also found that apart from help scale up the treasury growth forecast in 2007, many of these workers aged between 18 and 34 also receive comparatively low wages despite their good education and skills levels. The research will use available data on professional Nigerians in Australia and US to calculate the intellectual capital cost of their remittance through a value chain analysis model.

The Diaspora on Display: Production, Performance and Media Practices in Urban Space

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FOR THE VENICE BIENNALE 2003, artist Fred Wilson arranged textiles and other artifacts from West Africa on a blanket in front of the U.S. pavilion, and hired an African emigrant living in Venice to sit next to the display. Not surprisingly, many visitors tried to purchase the artefacts - which were not for sale. They had seen him as a street vendor, one of the flood of immigrants from Africa who now hold a self-evident place in the street life of many Italian cities. While Wilson consistently focuses on the position of Africans in the culture and heritage of western Europe and North America, a similar point could be made by "displaying" immigrants from different parts of the globe performing music, cooking, or selling handicrafts as they represent and "commodify" the place and culture where they have their origin.

This paper takes its point of departure in a broader study of street vendors and the positions they occupy in the mix of urban public life. In recent years there has been an increased interest in uses of public space, often linked to controversies over expanding commercial interests, what is tasteful and appropriate to dis-

play and who has the right to decide these issues. In many city environments vending and other forms of public practice have been increasingly subject to regulation. Debates arise over how public space is used, focusing on the visual quality and aesthetics of a particular display or practice, without directly addressing the often equally controversial issue of the social or ethnic group responsible for the display.

An initial inquiry among vendors in several cities has found that they select their sites carefully, and use a range of display practices in how they dress, arrange their goods, etc. Many report that they have gotten tips and ideas from their travels and experience living in other countries. One surprising result was that many welcome the presence of the police, who protect them and their goods from rowdy and threatening customers or passers-by.

In the present paper we select two aspects of the initial study for a closer examination among a broader sample of vendors. First, we examine the ways street vending is often extended into a range of media practices. While they rarely rent a locale, vendors are quite likely to have a home page and an email address, linked to the marketing of their wares. The sale of records, DVDs and other media products may also be part of their business. Second, we look more specifically at vending as a migratory phenomenon, with links between individuals and communities in different countries. In what sense do the vendors who are not "native" to the place where they are selling their wares see themselves as linked to other places and communities? Whereas in some cases vending provides a way of establishing a base in a new country or community, for others it provides experience and income that is needed in order to support and return home.

Old and New Country: The Role of Computer-Mediated Communication in Polish Diaspora

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This research, concentrating on Polish migration, explores the role of computer-mediated communication in new and established social networks among Poles who reside abroad, and the role those networks serve in maintaining Polish identity. The global nature of the social networking sites allows migrants from Poland to maintain ties with their family and friends in the homeland, as well as serve as a community building platform for Polish networks in adoptive countries. Sites like Facebook, Nasza-klasa and Grono unite numbers of expatriates, especially from the younger generation, and chat-rooms and instant messengers allow for quick and frequent exchange of information.

Polish emigration, stymied during communism by strict Polish passport laws, has increased in recent years. Polish accession to the European Union resulted in an increased work related migration to other European countries; the so-called green lottery allowed a number of Polish families to apply for permanent residency in the United States. Migrating Poles usually reside in Polish communities and maintain strong ties among themselves. On the one hand, strong community bonds provide security and support. On the other hand, they impede assimilation in the new country.

The main research question leading this study asks how Polonia (a Polish word meaning Poles abroad) maintains existing networks with relatives and friends in their homeland and how the computer-mediated fora facilitate this process. The study hypothesizes significant differences in the frequency and number of forums used to maintain the relationships between Poles who migrated to the U.S. and Poles who reside in Europe. Another hypothesized difference suggests significant differences among people who migrated alone, in contrast to those who migrated together with their families. The second research question will explore the role of such fora in community building abroad. It is

assumed that Poles in Europe will less likely use computer-mediated communication in their interaction with other Poles than the Poles residing in the United States. Other significant differences will be visible in the community building with other ethnic groups, although a strong correlation with the length of time spent in a community is hypothesized.

This study will be based on 40 structured online interviews conducted through Polish Instant Messenger Gadu-Gadu. The sample will be equally divided between randomly selected US and European Polish expatriates, who agree to participate in the interviews. The asked questions will explore participant demographics, length of the stay abroad, frequency of visits to Poland, type, character and frequency of computer-mediated communications with other Poles, type of new and maintained relationships, as well as type and character of online communications with natives in their adopted communities.

Towards a multi-ethnic imagined community? Ethnic minority audiences watching Flemish soaps

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ONE OF THE MOST powerful metaphors used to describe nations is that of the 'imagined community', introduced by Benedict Anderson. Applied to mass media, television is often conceived as a unifying force within the national borders, uniting viewers. This paper aims to check if there is such an imagined viewer community for domestic fiction in Flanders. In particular, it poses the question whether ethnic minority viewers are part of it.

The past few years, Flemish research was initiated on the role of media representations and media use in contributing to a better mutual understanding of the Flemish and their ethnic 'others'. Most of this research was quantitative, charting media ownership and use, focusing on news media. This paper wants to contribute to this literature, using qualitative techniques and focusing on domestic fiction and soaps. It explores the potential role of entertainment in creating access to the national 'imagined community'. Do viewers of foreign origin watch and appreciate Flemish TV fiction? Do they recognise themselves and their preoccupations in it?

For this research, 80 emerging adults (aged 18-25) were interviewed, equally divided across ethnicity (Flemish/ethnic minority), gender and level of education. This paper presents the results on the ethnic minority viewers. In accordance with earlier research, many of them have their own TV sets, which they mostly use to watch Flemish commercial channels. They primarily consider TV as an entertainment medium, for which purpose they prefer American fiction. They don't frequently watch Flemish soaps, which they generally find boring and badly made. They are ambiguous about the portrayal of Flanders in domestic soaps, on the one hand considering it as quite an accurate image, but on the other hand feeling it badly represents their own experiences.

Comparing their responses with those of ethnically Flemish viewers, the strong similarities are striking, as both groups clearly prefer American fiction. This questions the usual opposition of both groups in research and suggests that, in this specific context of television entertainment, emerging adulthood may be a stronger unifying factor than ethnicity. Ethnic minority viewers do belong to an imagined viewing community: that of emergent adults preferring American fiction. This being said, they are familiar with the representations in Flemish soaps, which they consider as pretty accurate representations of reality. An important difference with Flemish viewers is that they don't consider the soap world as a representation of their own reality, or only partly. A second difference concerns their dissatisfaction with the portrayal of ethnic minorities, in spite of the attempts of programme makers to provide positive role models. This illustrates the problem of token rep-

resentation: only a multiplicity of images could accurately represent the diversity of situations of ethnic minority viewers and therefore provide satisfactory 'self-images'. Therefore, a lot more work needs to be done on the level of representations of diversity before all Flemings, 'old' and 'new', can be part of the same imagined community.

Oromo Diaspora, Quest for Democracy, and Bitsphere/new media

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THIS PAPER EXAMINES how the Oromo Diasporic communities make use of the new media—specifically the World Wide Web and online discussion forums for political activism, for establishing and maintaining communication with people in Oromia and with one another around the globe in a wider national quest for democracy and self-determination. This problem is worth examining because of the increasing trends of Oromo diasporic formations as a result of being exiled because of political repressions and marginalisation in their country of origin. It is important to look at how new media is trying to bridge this gap by linking the Diaspora population with the mainstream population in Horn of Africa's Ethiopia. Not only are new media important as channels linking the globally spread Oromo population with the ones at home, but also the nature of the content produced in Diasporas and sent back home for bringing democratic change is of immense importance. Diasporic new media forms are also worth examining because they seem to be ideologically opposed to the mainstream media run by the government of Ethiopia. Thus, how and why the Oromo Diasporic communities use the new media—specifically the World Wide Web and online discussion forums—is the problem defined in this paper. The paper assumed that Oromo Diasporic communities use the mentioned new media for establishing and maintaining communications with people in their places of origin and settlement, and for political activism in a wider national quest for democracy and self-determination from an east African perspective. Based on the literature reviewed and data analysed, the conclusions arrived at are consistent with the hypothesis.

Out of the Immigrant Closet: Complex identities and media experiences

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THIS PAPER IS based on mapping the experiences of minority actors in Norway with substantial media experience. Our informants are not "average"; they represent leadership and expertise, and as such are to a degree outstanding representatives with minority background. They experience being perceived as "minority representatives", although they at times feel very uncomfortable with this ascribed position.

Among the questions explored are the following:

- Marked and unmarked identities: "Always minority" - or "just another Norwegian"?"
- Minority actors and transnational relations (to own or parents' homeland; to religious transnational communities) - and their impact on media constructed identities
- Trust/distrust in negotiations between minority actors and journalists from mainstream majority media (positive and negative media experiences)
- Recent history: "Old" and more recent media experiences: Do the actors experience a change in the media approaches to minority actors?
- Personal communication strategies

Through this paper we also wish to discuss the concept minority in itself: how and when does one stop being/belonging to a minority or being ascribed such a status? Is there a "minority trap" in transnational and identity-related research? To what degree have minority actors experienced ethnification - or normalization - in their encounters with media reporters?

The project is based on in-depth interviews with 20 experienced actors with ethnic minority background. In the paper we present and analyse some of the important findings:

- Ethnification: Minority actors being associated with a category (Pakistani, Arab, Muslim, Romany, other) and the struggle to transcend it
- A developed distrust towards some media representatives, selectiveness in media strategies
- Change: The actors seem to have changed their communication strategies more substantially than the media themselves have
- "What is important?" A variety of perceptions (from interview situations) between minority actor and journalist. Distinctive narrative patterns - frames within which the actors are supposed to "deliver".
- Some gender variety; women of minority being associated with other stories than men.

Our inspirations are derived from theories of media framing (Entman) and diasporic identities (Cottle, Eriksen, Friedman, Georgiou, Gullestad, Hall, Hannerz, Husband, etc.) and processes of change in a transnational environment. We also perceive journalism as a field (in Bourdieu's sense of the notion) with a certain autonomy, within which a struggle between various professional positions may be registered; in this project seen from "outside"; as we have mapped a variety of media approaches to minority actors from our informants.

Internet and the Tanzanian diaspora – the "glocal" formation of Bongo identities

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IN MY PHD THESIS (due later this year) about media, youth culture and gender in Tanzania I discuss how the formation of modern Tanzanian identities takes place through a "glocal" process of continuous interaction between notions of the so-called global and the local. For the young women in Dar es Salaam at the core of my study, dreams about mobility and fantasies about distant places play an important role in their imaginations of their subject-positions in the future. These imaginations are fed by international influences that they are confronted with through the expanding media culture, as well as through meetings with visitors from abroad, and not least through contacts with family members, relatives or friends that have moved to or visited some of those distant places. It turns out that Tanzanians living, or having lived abroad play an important role for both individuals and for the media in this constant "glocal" process of contemporary Tanzanian identity formation. They, being both "outsiders" and "insiders", play an important role in deciding what it is to be a modern Tanzanian in contemporary Tanzania, or in Bongo, which is the nickname for the country known by Tanzanians all over the world.

This paper will present an outline of and a pilot study for a study that will follow up some of the themes in my PhD thesis. It aims at analysing the role that the Tanzanian diaspora plays in the formation of contemporary Bongo identities. It will do this by taking a closer look at how various forms of Internet communities and web portals (both international ones, and Tanzanian) are used by Tanzanians living abroad (particularly in Sweden) in order to keep in touch with the homeland, and in the process of creating a sense of a shared identity. It will investigate how this diasporic identity project through these interactive new media in turn might also be

affecting the formation of contemporary modern identities in Tanzania. The analysis in the planned bigger study will focus the levels of production, symbolic construction and usage of a number of Internet based arenas for identity formation. The starting point for the study in this paper will be the voices of a number of Tanzanians living in Sweden, collected through focus group interviews and individual interviews (on the Internet) about their usage of the Internet, and how that usage plays a role in their formation of identities. The paper will also include a discussion around a suitable theoretical and methodological framework for the bigger project in its attempts to approach also the levels of production and symbolic construction; that is for how to thoroughly analyse the diaspora's signifying practices on those particular arenas that they turn out to use, and for how to approach the producers behind the arenas as well as to investigate their interaction with local and international media.

AGOS (1996-2006) The first weekly newspaper in Turkish and Armenian

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WHILE GLOBALISM, which have been the new face of capitalism in the area of economy since 1980s, caused new rightist policies to become dominant in the national level, it also resulted in the spread of supranational structures. In the meantime, the discussion of concepts that lie within the socio-cultural aspect of globalism such as "minority rights", "democracy", "diaspora", "identity", "multiculturalism", "micro-nationalism", "the other", and "postmodernism" have gained momentum. The effort for spreading values such as democracy, multiculturalism, and human rights, to which the West attaches importance, have moved into the front lines. The mass media have provided the largest support to this process in this discussion which the globalism phenomenon created.

The Armenian community living in Turkey began issuing the Agos newspaper in order to claim their identities, culture, language, and history due to the impact of the discussions mentioned above. Agos, which is issued in both Turkish and Armenian, have come into existence in the second half of 1990s during which time the Armenian community in Turkey was diminishing in numbers; two historical publication organs that addressed to the same community were present (Jamanak and Nor Marmara) the new communication technologies became diversified and their usage increased; and the ideology of globalism became dominant throughout the world.

In a short period of time, due to the political discourse created by the newspaper, Agos became the voice of the Armenian community. During its publication period of ten years, the newspaper have hold a position that stands up not only for the rights of its own community but also for the other minority groups that exist in Turkey. Both its positioning and the fact that its executive editor, Hrant Dink, fell victim to a political assassination made it become a media entity known both in Turkey and in the international arena.

The topics mainly presented in Agos in the news section and in the columns are as follows: Armenians that live in Turkey and other minority groups; discussions on multiculturalism, nation state, and globalization; with regard to historical events, the events of 1915, Conscriptio of Wealth implementations, and the incidents of September 6 - 7; the problems of the Armenian community in Turkey (Declaration of 1936, administration of the Foundation, Community schools, the use of the Armenian language, and relations between the patriarchate and the community), and the relations between Agos and Turkey, Armenia, Azerbaijan, and the European Union.

With this study, the position of Agos within the Armenian press in Turkey in specific and within the history of the press in Turkey in general, what kind of publication policy Agos presents and the

changes and transformations in its publication policy during the 10-year period will be attempted to be determined.

Imagining the Homeland: Identity Discourses of Filipino Migrants in Cyberspace

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THE GLOBAL MOVEMENT of people and spread of electronic media are distinctive features of the current historical moment. The unique scale and scope of this "diasporic" condition and spread are central features of what many people commonly call globalization. This has had reflective consequences for the cognitive and social processes that are the root of the creation of cultural identities. In the perspective of globalization, these processes are almost inexorably tied up with questions of community and nation and laden with political and cultural tension. Thus, the process of identity formation is always a contested cultural space in which mass media - both mainstream and alternative - represent both resources and constraints for the construction of "imagined selves and imagined".

This paper is a preliminary analysis of the complex relationship between new media technologies and the national consciousness of Filipino migrants in Japan. It seeks to examine how the Internet is used by Filipino migrants in the construction of their national identities, particularly in their self-imagining and their visualization of the homeland. It also speaks of the creation of diasporic public spheres arising from the internet creative use of Internet technologies. This paper is grounded on the concept of liminality made famous by the anthropologist Victor Turner.

Based on the discourse analysis of postings on Internet forums by Filipino migrants in Japan, the Internet opens up liminal spaces from which migrants can "resist, challenge and speak against regime of truths imposed on them by their homeland and their host society".

It is thus hoped that policy makers will be able to present opportunities through legislation or stratagems for better utilization of internet as venues for negotiations and/or engagements to revive ethnic identities and to rejuvenate new politics of nationhood or bring forth a new sense of communion of Filipino migrants vis-a-vis international affairs.

"You should have watched Al Jazeera": Mediated Identity Politics of a German Ex-Hostage in Iraq

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IN DECEMBER 2005, a woman with a headscarf rocked the rituals of German prime time news. Susanne Osthoff had been held hostage in Iraq for three weeks and this was her first interview on German television. She was wearing a headscarf that only revealed her eyes, refused to answer certain questions and criticized the German government who had just freed her. Furthermore, Osthoff referred the mystified news anchor to Al Jazeera for more appropriate reporting on kidnappings in Iraq.

This television appearance sparked a heated national controversy that lasted for months. The interview was a deeply alienating experience for large parts of the German public. In the opinion of many, Susanne Osthoff did not look and behave like a Western woman just freed from the hands of Iraqi hostage-takers. Osthoff had converted to Islam long ago, spoke Arabic and had been an aid worker in Iraq for years. Additionally, she stressed that her home is the Arab world and that she would not return to Ger-

many. In reaction, journalists as well as citizens called her "insane", referred to her Muslim clothing as "dressed like a terrorist" and asked her to "return her German passport". However, others encouraged Osthoff to self-confidently defend her Muslim identity and life in Iraq or enjoyed how Osthoff's Muslim costume obviously traumatised a Christian society in the midst of celebrating Christmas. One journalist suggested that Osthoff be given a national television award for denying public expectations routinely applied to Germans, Muslims, and ex-hostages in Iraq.

My paper draws on Pierre Bourdieu's field theory to find explanations for these passionate reactions. Field theory not only allows me to map the internal logics of the media field. It also conceptualizes audience reactions - namely as the media field's largely unrecognized power to define the acceptable for the whole of social space. One manifestation of media power as defined by Bourdieu concerns the German national context. The hostile reactions in the German public illustrate the construction of national identity through a dismissal of the "other", with citizens following media reporting in their choice of arguments. Moreover, the reactions to the Osthoff interview highlight that Western publics increasingly frame their understanding of Muslims within the overarching Western media narrative of the war on terror. However, I also illustrate how Osthoff challenges the definitional power of Western mainstream media. By frustrating the ritualized interaction with interview guests, the framing of hostages as victims, and news values such as cultural proximity and unambiguousness, Osthoff disturbed media routines that help to construct meaningful social reality through exclusion. This liberation from media-made meanings and the unplanned inclusion of Muslim perspectives not only resulted in hostile as well as positive reactions to Osthoff personally. They also triggered prolonged debates about the war on Iraq, transnational citizenship, and the emergence of hybrid personalities in the age of globalization. By refusing the media's habitual "packaging" of Western hostages in Iraq, Osthoff exposed her audience to the ambiguity arising from a Western-Arab identity. Deprived of clear categories for evaluation usually provided by the media, a perplexed German public felt the need to discuss the substance of a truly controversial television appearance.

Virtual Diasporas: the Notion of 'Home' and Identity Formation in Cyberspace

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THIS PAPER PROVIDES a brief overview of the recent debate on diasporas. It draws special attention to research which focuses on and discusses the 'nature' of diasporic communities and the processes of a diasporic identity formation. During the past two decades a steadily growing academic interest in this issue can be witnessed. In the field of migration studies a substantial literature has been devoted to the meaning and definition of 'diaspora'; a considerable number of studies assume the relationship with its erstwhile homeland to be the primary factor for any a diasporic group. Moreover, the symbolic and material significance of the notion of home has been strongly accentuated.

However, there are also examples of recent research which question this view of diaspora; here, the notion of home within contemporary diasporas is understood as comparatively weaker in relevance. Instead of seeing them as backward looking, as previous research tended to do, the relationship of diasporic groups with multiple locations through both geographical and cultural boundaries is emphasised as well as their ability to construct and negotiate their identities. While recognizing and joining the critique of approaches focused mainly on the dynamics of interconnection, nostalgia and memory of diasporic communities with an ancestral territory and appreciating the view of diasporas as forward-looking and actively engaging in activities on both local and

transnational level, on a theoretical level this paper suggests that the notion of home is characterised by a greater complexity than previously acknowledged. It is suggested that the concept has not lost its significance; though the primacy given to it by previous research should be toned down, it is still highly relevant for the formation of diasporic identity. Moreover, the relationship with the erstwhile homeland, be it actual or imagined, should not be seen as necessarily reducing the potentialities of diasporas. On the contrary, the nexus with the place of origin is considered a potential for cultural creativity, offering similar possibilities as the interaction with other locations and societies within and beyond the boundaries of the country of settlement. In this context, modern technologies and especially new electronic media become highly relevant since they deeply affect the cultural processes in which migrants engage. Cyberspace in particular becomes a crucial factor for the process of a diaspora's identity formation, and it also creates new ways of experiencing immigration and of engaging in cultural practices, including those concerning the original homeland. Here, the relationship with the latter is seen as a source not only of remembrance, but of cultural creativeness and inspiration which affects the ways a diaspora reconfirms and positions itself. Without overemphasizing the notion of home in relation to diasporas, it is argued that it is of equal significance as the opportunities given by processes of deterritorialization, reterritorialization and delocalization.

Immigrants' uses of the Internet and its role for their integration process

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THE DEVELOPMENT of an information society in Germany confronts all groups and especially immigrants with the challenge to shape and to participate in this all-embracing process of change. The Internet thereby has the potential to play a manifold role for immigrants. On the one hand immigrants can enable themselves through the use of the internet further opportunities in every day life in their host country thereby facilitating integration. On the other hand the possibilities to stay in intensive contact with their home country through the internet can assist in the creation of a transnational way of living.

Until now these uses of internet by immigrants in Germany have not thoroughly been investigated.

Quite often immigrants there are seen as typical "off liners", caused partially by the hubris that the internet has not diffused to their countries of origin. This is especially not true for Russian immigrants in Germany, as the Russian Internet landscape today is one of the fastest growing of all.

In my conference lecture I will discuss the role that different types of internet uses of Russian migrants in Germany play for their integration process. Their ethnic uses of the internet, especially the immigrants' participation in a virtual ethnic community, can further the creation of a vivid online Diaspora, strengthen identity processes and enable transnationalism.

Against often accounted theories I will argue that this kind of internet use must not hinder or delay the immigrants' integration into German (multicultural) society. The appraisal of this context is surely dependent on the underlying model of integration, which should undergo intensive analysis as to its validation under the circumstances of the development of a global networked information society.

In my completed PhD study this theoretical approach was reviewed through questionnaire survey of Russian Jews, who have come to Germany since 1990, and an analysis of central internet sites visited by these migrants. My chosen research group is characterized by a high level of formal education as well as an affinity for the new media, for networking and selfengagement in general. In the conference lecture I will be able to draft the results

of this empirical work and show how these migrants' intensive internet uses and contacts to their home country and other Russians abroad do not appear to hinder their integration process.

Quite differently their transnational practices which are part of internet use in general seem to satisfy their special needs in their migration situation and enable a more fulfilled and satisfied life in Germany, aiding their adaptation process.

News views and interviews: Reflections on imagined ontologies of Blackness

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THE DIASPORIC EXPERIENCE involves a proximate juxtaposition of cultures and difference. Edward Said (1989) argues that exiles cross borders, and break barriers of thought and experience. Mind-sets, experiences, and perspectives from elsewhere dialogue with encountered cultures with outcomes such as cultural exchange, appropriations or resistance. Significant to such processes are the elements of reflexivity, critique, and a comparative disposition which difference prompts. Television prompts these elements too, in the everyday presentation of a myriad of cultural products from the outside world into the domestic sphere. It has been acknowledged as a prompt for talk (Gillespie, 1995). The conversations and responses that attend such reception reveal viewers' perspectives, and positions on various issues.

This Paper, based on research among Ghanaian Londoners, attempts to analyse responses to television and other prompts, on issues pertinent to their collective identity as Africans and Blacks. Such responses include both critique and valorisation of some perceived Black attitudes and attributes. In the context of a dominant white culture, colour as a marker of difference and cultural differences framed around it, are brought into sharp relief. The paper argues that viewers' reflections, produced in the context of 'self' and 'other' representations, epitomise the internal struggles for empowerment involved in the essentialist approach to their supra-national Black identity, which, while it seeks to challenge stereotypical assumptions around Blackness, is reflexive and self-critical. Moreover, in such reflexivity lie elements conducive to cultural cross-fertilization and aspirations towards cultural change.

Identities and Media of the Brazilian Diaspora

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ALTHOUGH NOT A CONSENSUAL - and probably a now-obsolete - number, official statistics presented by the Brazilian Ministry of External Relations estimate around 1,5 million Brazilians living abroad. With the exception of a rural migration into neighboring country Paraguay that occurred in the 1970's, the emigration of Brazilian citizens remained irrelevant until the middle of the next decade, when the economic crisis impeded lots of people to search for better opportunities elsewhere: while several descendants of Japanese, Portuguese and Italian families decided to recover their origins, the huge majority of Brazilian emigrants moved to the United States - most of them without speaking English.

Since then, Brazilian diaspora has been generating and consolidating its own media. But being it a recent phenomenon, there are few researches covering the area, mainly with isolated approaches.

This paper tries to offer a contribution on this issue. Firstly, it examines the negotiation of identities, a process that Brazilian emigrants frequently face: as they are not numerous enough to

be considered as a specific community or group, "the Brazilians", in many cases they are labeled, as in the US case, as "Latinos", or even "Hispanics", although they speak Portuguese instead of Spanish. According to the community, and the region, the most natural identification may be with "Portuguese" (which can also include people from Cape Verde, Mozambique, Angola, East Timor, São Tomé and Príncipe, Guinea-Bissau, Equatorial Guinea and Macau), Blacks or Whites.

Secondly, it compiles Brazilian diasporic media in several countries, and describes their functioning and positions regarding the identities involved (in which languages, offering which content, directed to which communities, funded by which advertisers).

Finally, as Internet becomes more and more attractive (not only) for printed media, because of its scope, low costs and resources it offers, the paper proposes a discussion on the possibilities brought by this new context of multidimensional - in a geolinguistic level - interaction.

Theorizing the Media City: American Virtual Spaces in New Shanghai

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THE STUDY OF THE PLURIFORM intersections of urban space and new communication technologies (cf. Crang 2001) is divided into four approaches that pinpoint the city differently in symbolic, infrastructural, experiential and politico-economical terms: the Informational City (Castells 1992), the Digital City (Sassen 2004; Besselaar & Koizumi 2005), the Cyber City (Graham ed. 2004, Campanella 2004;), the Hyper City (Nas & Samuels (eds.) 2006) and most recently the Media City (McQuire 2007, 2008; Eckardt (ed.) 2007, Lagerkvist forthcoming).

This paper aims to delineate these main approaches and assess their relevance for two media-spatial dimensions of the mega city of New Shanghai in which I am conducting field work: first the city is now digitalizing on a massive scale and second there is an emergence of a specific urban configuration within the city: the virtual-material world space of a gated community of diasporic Americans - the American expatriate compound (e.g. Rancho Santa Fe; The Racquet Club; Forest Manor). Following David Holmes (2001) this explorative paper aims to theorize these intersections further and to ponder how technologies and agents of cultural globalization define city spaces as 'global spaces' first in terms of establishing a digitized cutting edge space of futurity and second in terms of formations of supposedly homogenous and fabricated world-spaces where these Americans live. Hence, in attending to the multilayered and multidirectional forces of globalization, I will bring out that media technologies play important roles for the city resurrection and for the rising nation in various ways, while another foreign entity: the American city texture - the skyscraper or the family villa - extends into Shanghai, beyond what we ordinarily understand as the USA, comprising a material imaginary inclusive of both geographical, geopolitical as well as mediated and symbolic aspects.

I will suggest that crucial to the understanding of mediated urban space of diasporic Americans is therefore the exploration of the manner in which information, communication, architectural and transportational forms converge to take on the qualities of global or abstract virtual-material environments and that the result of the migration one of the most important signs of US centrality, 'the American city,' to other parts of the world is that American centrality may be both solidified and dismantled in the process.

Chinese Diasporas and Diasporic Audiences in Australia

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THE CHINESE DIASPORA represents a significant minority in Australia. In the recently concluded Australia general election, Chinese communities were courted by major political parties. The communities have various histories in Australia going back in some instances to the early of the 19th century. Chinese diasporic communication in Australia has had little attention. Apart from the useful studies by Sinclair, Lewis and others, a reference search shows that there is a paucity of scholarly articles on Australia's Chinese audiences. Only recent have some scholarly articles about Chinese diasporic communication focusing on audience analysis begun to appear. This paper intends to discern the Chinese diasporas and the identities of Chinese diasporic audiences in Australia. Critically obtaining diaspora and diasporic communication theories, this paper will review statistical data and historical accounts to generate a periodisation of Chinese diasporas in Australia from the 19th century to the present. It will describe and discuss the processes and characteristics of Chinese diasporas, and projected audience identities in each period of four identified periods.

The first stage of Chinese diaspora in Australia occurred in the 19th century. Because of the putative audiences' literacy deficits and the hostile host society, most of these audience were unable to consume printed media, and who can therefore be labeled as 'pseudo-audience'. In the second period of Chinese diaspora in Australia (from 1901 to the 1960s), audience tended to follow 'opinion leaders', and so might be referred to as 'elite-led audience'. The third period of Chinese diaspora in Australia took place between the 1970s and the mid-1990s; as there were many sojourners from Hong Kong, a significant Hong Kong cultural identity, 'Hong Kongness', became salient. The fourth wave of Chinese diaspora, occurring since the mid-1990s, has been mainly composed of mainland Chinese. A statistical analysis indicates that variation on background, language, age, subculture and hybridities, would be a prominent feature in terms of contemporary Chinese diasporic audience in Australia.

Further analysis, drawing on cultural economy, suggests that the currently increasing Chinese population in Australia could contribute to the growth of Chinese diasporic media. The polyglot and Sino-multicultural nature of Chinese diasporic audiences generate diverse preferences of newspaper consumption and a proliferation of Chinese newspapers in Australia. The consequence is that there appears not to be an economic motivation for the Chinese diasporic newspaper industry to rationalize into a major mainstream Chinese newspaper. The paper will critically discuss this outcome.

The History of "Hispanicness" in the United States: the Role of Media, the Marketplace and Policymakers

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IN RECENT YEARS Hispanics have become the largest minority group in the United States, surpassing African-Americans to account for close to 15% of the total population (U.S. Census Bureau, 2007). These figures suggest that at roughly 45 million, the Hispanic population is large enough to become a language community without the minority label attached. However, aside from the language itself, there are inherent differences within this so-called homogeneous group that become more and more blurred by the actions of policy makers and the marketplace. This paper addresses the historical importance of Spanish-language

television in the creation of this "panethnic" community of immigrants and their descendants within the United States, through the standardization of the language itself. It first explores the conceptualization of Hispanics as an ethnic minority within the context of government policy-evidenced in the operationalization of the last three major censuses (1980, 1990, and 2000.)

After looking at the history behind the term Hispanic and the counting of this demographic group, it elaborates on the emergence of Spanish-language television and its role in the creation of a uniform audience that could be constituted into a segmented portion of the marketplace. For the purpose of this paper, we view audience as the result of a deliberate action on behalf of someone with either enough political, economic, or mediatic power to support a cause. In this case, this paper first addresses the economic background of the emergence of the concept of "Hispanicness". After addressing this notion from a marketing perspective, we focus on the role that television has played in the realization within the Hispanic community, of its status as a unified "panethnic" whole, composed of many fragmented parts that overlap mostly in terms of language.

It then addresses the role that standardization of Spanish language in television has played in creating this composite identity for the Hispanic population as a whole, looking at Dávila's (2000) theory of "neutral" Spanish of the marketplace, also known as "Walter Cronkite Spanish".

Finally, by looking at sociolinguistic studies focused on Spanish language within the United States, it discusses the disparity between the homogeneous image of Hispanics portrayed in media and advertising, and the actuality of Hispanics who are still at the margins of full participation in social, cultural and political circles of public life, as well as at odds with each other outside of media representations and policy planning. Ultimately, "racializing" and ridiculing Spanish language through the oversimplification and generalization of Hispanics as a group, and crass jokes based on the language itself, are both forms of domination exerted by the marketplace and policy makers that cannot grasp the fine-nuanced diversity of this "panethnic" portion of the U.S. population

Diasporas and cultural re-conceptualization of internet and implications for theorizing the public sphere.

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THIS PAPER PROPOSES to trace and present a critical analysis of the cultural adoption and reconfiguration of internet and its everyday use by the geographically dispersed Ugandan Diasporas. The section will look at internet adoption, re-conceptualization and regulation among the Ugandan Diasporas and their implications for theorizing the public sphere and diasporic communication. The paper explores how the Ugandan Diasporas appropriate the internet and how they exploit oral cultural practices and how these adaptive practices get embedded into and imposes their logic on a potentially democratic new electronic medium.

Ugandan Diasporas are organised around cultural and political affinity and interests and use the internet as a particularistic media. They appropriate its adaptive use as wang-oo from an Acholi oral culture and communication metaphor of the communal evening campfire. This concept is analogous to Todd Gitlin's public 'sphericules' (1989) and Michael Warner's 'counterpublics' (1989). The thesis therefore focuses on the critical analysis of this reconfigured cultural model of virtual public sphere. This stage of research seeks to investigate what kind of outcomes emerge in the binary and multiple positions and interrelations among the Ugandan Diasporas in the physical public spheres as mediate by the everyday internet use and their re-connection to Uganda.

The section seeks to analyze the re-conceptualization of the

internet as wang-oo -a culturally reconfigured and regulated space of communication among the Ugandan Diasporas. The section will also mark out public space uses of the internet, describe and relate them against the claims of inherent democratic nature and potentials of the internet and the concept of the public sphere as defined by Habermas (1989). This critique seeks to outline how such a cultural conception and innovation are used in contemporary communication and their innovative implication for theorizing the public sphere and diasporic communication.

This chapter searches for a detailed description of the public sphere as portrayed by the geographically dispersed Ugandan Diasporas. The section will delineate and describe whether the public spheres evolved are open or closed, and illustrate who is included and excluded in these public spheres. The essay illustrates the essentialism of the internet as an instrument of allowance of freedom and the sharp contrasts with the cultural innovation to which it is customized. The research focuses on the innate democratic features of the internet, free participation, supremacy of rationality in public sphere participation vis-à-vis the use of gate-keeping, control and emphasis on norms, and cultural ethics in wang-oo. The chapter seeks to demonstrate through a critical assessment of how the internet as a modern communication medium has been appropriated, grafted and transformed into an oral culture and communication tool and space and its implication for theorizing the public sphere and diasporic communication.

The online participatory cultures of ethnic minority youth

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THE DEVELOPMENT OF WEB 2.0 media has brought renewed interest in well-rehearsed debates about the relationship between media audiences and media producers.

Scholarship on ethnic minorities and the media has traditionally separated between studies on minority audiences on the one hand, and production, on the other. Academic interest in processes of minority audience reception has focused on active interpretative processes, culturally fluid, and multi-layered discursive reading positions in relation to media texts. Research into media production has focused on the under-representation of ethnic minorities as media professionals and cultural producers and how this relates to stereotypical and negative media representations. One of the most important characteristics of new media technologies is the blurred relationship between processes of media production and consumption.

This paper examines the participatory cultures of a group of urban Norwegian ethnic minority youth (16-20 year olds) on the Internet. The empirical material on which this paper is based is a series of in-depth interviews combined with an analysis of textual and visual material produced by the individuals interviewed. This paper will attempt to answer the following questions:

1. In what ways do young immigrants and refugees participate on the Internet and what types of materials do they produce?
2. What role can media production play in communicating the experiences of migration?
3. How do they perceive the role of these productive features of online media?

Diaspora Media in Spain: Building minorities' identity and cultural diversity

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SPAIN BECAME, in the last decade, the second country in the world with more migration pressure, following the United States (Izquierdo, 2007). The immigrant population in Spain has increased from one million foreign born citizens in 2000 to almost five million in 2007, not including those who do not have papers. At present, foreign-born citizens make up around 11% of the Spanish population. Therefore, Spain has become a multicultural country with people from different countries, languages and cultures, a diversity which has become present in the communications sector as well.

However, in a country recently open to immigration like Spain, migrant minorities hardly ever have their own voice in the general media. Moreover, Mass Media very often approaches immigration issues using stereotypes and general statements and therefore does not play a public service role for the migrant community. Therefore the immigrants have developed their own communication style and media. In this article we study how the new Diaspora media is fulfilling this role of providing information and communication networks to them. In a country like Spain where the society becomes more diverse every day, these media are an alternative voice speaking on behalf of the immigrants.

This paper is part of a research project funded by the Universidad Rey Juan Carlos and the Comunidad de Madrid in which we study the role of these media. Here we focus on the main findings related with the classification of these new media, the analysis of the main Spanish publications addressed to the migrant community, Latino and Si, se puede. And we analyze the role of these media in the process of integration and the opinion of their audience through the interviews and surveys carried out with the main immigrant associations.

The content analysis of these publications reveals how they provide a public service through the information and approach of topics that are relevant for the immigrants in the process of arrival and socio-cultural integration. Moreover, it is important to highlight that the immigrant is usually the main actor and the source of the information and the writer speaks as the voice of the audience of the community that this media is trying to address.

Our main focus was to describe and evaluate through the content analysis the journalistic service that characterized these publications and how their own readers evaluate them.

With the interviews carried out with the migrant associations, we know the role that this media has in the process of settlement and integration of the new communities in social and cultural life. These surveys and interviews also allow us to know what the channels of internal and external communication are that are used by the associations, and how they contribute to create Diaspora networks through the conventional media and internet at a local, national and transnational level.

Viewing transnationalism through the lenses of diaspora and transnational social fields

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THE STUDY OF transnationalism posits the notion that immigrants conduct lives which normally straddle more than one national territory. It has become common place to say that sojourners, foreign workers, political refugees, etc, normally con-

duct homeland-oriented political, social, economic and cultural agendas. But what happens when these orientations lean more towards their places of destiny than they do towards their homelands? Recently, scholarly work has labelled transnationalism an 'intellectual fashion' which exaggerates the evidence of migrant transnationalism. Such claims are sustained in accounts that hint towards the limited nature of common activities from travelling to remittance sending and making phone calls to the homeland. Efforts to characterize transnationalism as chimerical are connected to a veiled return of assimilationist perspectives anchored in forms of 'methodological nationalism' which legitimize analysis of migration as anomalous phenomena violating the purity of national territories. This research uses evidence from a survey focused on the media consumption of Mexicans requiring services from Mexico's consular office in Los Angeles. The results could reinforce the limited transnationalism thesis; instead they signal the kaleidoscopic importance of transnational social fields and of diaspora spaces. Here, the lives of immigrants, even of those who stay put, are constantly influenced by peoples, objects and symbols which shape the form of physical and mental experiences. These multidimensional dynamics are better visualized by concepts such as transnational social fields and diaspora. These considerations have emerged in response to an ongoing research on the reception of television news by Mexican households and families in Los Angeles, and are part of the theoretical arsenal against the new thrusts of assimilationist discourses to reassert their intellectual hegemony.

Being virtually emplaced - or displaced? Young migrants finding their way on the Internet

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MEDIA SEEMS TO BOTH deterritorialize and reterritorialize youth identities: global media culture offers sources of identity production in terms of global styles and tastes yet Internet web sites form another source of identity related often with ethnic or cultural backgrounds. Instead of simply replacing traditional borders, media seems to have added new sources and new kinds of spatial and temporal relationships to the identity work. As Annabelle Sreberny (2000, 181) suggests, these changes support the conceptual move from identity viewed as "either/or" towards a sense of identification as "and/and".

This paper discusses Internet use among migrant teenagers living in Finland. It is based

on empirical research conducted during the winter 2007-2008 at a local senior high school among multi ethnic group of migrant teenagers. Most of the interviewed young were part of Internet communities (for example Kurdish and Ethiopian diasporic websites) reflecting their own backgrounds and diasporic experiences. Such media use illuminates how transnational media may open up a new horizon for diasporic communities and transnational identifications. As the most popular media among migrant teenagers Internet offers possibilities to cross distances and connect with people with similar life experiences. Indeed for the younger generation Internet seems to form main channel of transnational media experience.

Migrant teenagers' use of internet includes both discussions and memberships in various forums as well as own web sites and spaces (MySpace, homepages, gallery). The paper maps various meanings and ways to use diasporic media from creating social network and community in Finland to keeping up relations with 'homeland' as well as creating new relations and finding new communities that reflect the diasporic experience.

Moreover the specific meanings and sensibilities of news media and popular entertainment are discussed as well as the way these meanings shift and change.

While media facilitates forming sense of one's own identity and one's 'own' communities, it also causes tensions, conflicts and contradictions when different worldviews and cultures collide. Internet culture especially has been characterized as offering only scattered sense of belonging and creating separate enclaves and ghettos. How do these aspects of the Internet culture relate to diasporic experience? These various meanings of the Internet in the everyday life of young migrants are discussed in exploring what it actually means to become 'discursively emplaced'- or displaced.

The Integrative Potential of Mediated Communication on Dispersed Communities: Toward a Theoretical Model

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THE ARGUMENT ADVANCED in this paper is that the traditional view of communities as spatially situated entities whose inhabitants hold single, exclusive community membership is an inadequate and inaccurate depiction of post-industrial reality.

That position provides a foundation for drawing conceptual and utilitarian distinctions between mass and de-massified media, and the different functions they serve in addressing mass and de-massified audiences. De-massified media are distinct from mass media in a number of ways. Prominent among the differences is their utility as an integrative force in addressing social, cultural, and information needs of geographically-dispersed communities characterized by a cultural homogeneity absent in mass audiences. Coupled with relatively smaller numbers, homogeneity is among the chief attributes of de-massified audiences, and suggests a central distinction between mass and de-massified media.

Four anachronistic assumptions are identified. As a group, they fail to accommodate a shift from an industrial to post-industrial environment that has contributed substantially to the emergence of diasporic communities

- (1) The assumption that communities are necessarily spatially delimited entities,
- (2) The assumption that mass media as artifacts of an industrialized mass society are the sole or even primary integrative media,
- (3) The assumption that community membership is exclusive rather than plural.
- (4) The assumption of a linear, casual relationship between community integration and mass media use. The shift from industrial to post-industrial environments requires a new set of assumptions that reflect new realities:

- (1) The notion of communities as necessarily spatially constrained must be rejected in favor of a view of communities as value based and geographically problematic.
- (2) Both sequential and contemporaneous individual membership in multiple communities must be accommodated.
- (3) The emergence of multiple de-massified media responsive to multiple community membership must be admitted.
- (4) The relationships between media use and community integration must be reassessed to accommodate an interactive process that defies linear, casual explanations.

In short, a there is a need to develop a keener appreciation of the integrative capacity of de-massified media serving diasporic communities. More important is the need to examine structural possibilities that will optimize the potential of such media.

From margin to mainstream? Diasporic media and cultural diversity in the Netherlands

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DIASPORIC MEDIA COME in different forms, ranging from small and local community media to profit making commercial radio and TV channels. Their form and position in particular countries is influenced by the characteristics of national media markets and policies. Many diasporic media function independently from state funding and national media institutions. However in some countries they receive government funding and are tied to the national public service media system (e.g. the BBC's Asian Network or the provisions for open access channels in Berlin). This paper analyses the changing position of diasporic media in the Netherlands in its response to the government's recent stricter integration policies.

Since the late nineties Dutch government has supported a number of special provisions for diasporic, ethnic minority and multicultural media, as part of its PSB policies. On the local level the Dutch government has funded a television production company (MTNL) that used to produce programmes for Turkish-, Moroccan-, Surinamese- and Antillian-Dutch citizens and an urban, multicultural radio channel (FunX). Both organisations distribute their programmes in the four main Dutch cities. On the national level the PSB (NPS) has the legal obligation to dedicate a defined share of its output to multicultural programmes. The development of diasporic media and PSB's cultural diversity policies are interconnected in many ways and from a policy perspective have always been seen as complementary.

Since 9/11, but also in line with a general, underlying tendency towards integrationist or even assimilation policies, ethnic minority programmes and diasporic media have come under pressure. Diasporic, ethnic minority and multicultural media organisations have responded to the political pressures, by adapting their programming strategies to face the new realities. The local TV production company was forced to end its foreign language and targeted programmes for ethnic minority audiences and had to turn to producing multicultural programmes targeted at a young, urban and 'multicultural' audience instead. In making this turn it risked losing its original audiences, while securing a broader audience, including white people, proved a difficult task. The radio channel, although it had wanted to be a young, urban, multicultural channel from the start, found that the majority of its listeners were black. Therefore it faced the challenge to broaden its audience, without losing its original listeners. It aims to maintain its urban identity without being seen as an exclusively black channel by advertisers, audiences and politics.

Based on interviews and an analysis of policy documents, research reports and political debates, this paper will analyze the interplay between political pressures on the one hand and the philosophies and strategies of diasporic and multicultural media producers on the other. It will argue that diasporic and multicultural media will inevitably continue to be an important part of Europe's media landscapes, despite stricter integration policies. Moreover mainstream PSB could benefit from collaboration with diasporic media in its attempts to reach ethnic minority audiences.

Choice and Media Consumption Pattern among Bangladeshi Immigrants in North East India

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BACKGROUND: North East part has a distinctive position in Indian geo-political situation. In general, this region is considered as an underdeveloped area. It shares international border with the China, Bangladesh, Nepal, Bhutan, and Myanmar. There are eight states in the North East region - Assam, Meghalaya, Nagaland, Manipur, Tripura, Mizoram, Arunachal Pradesh and Sikkim. By and large, insurgency and militancy is common in this region. Within North East, Assam is considered to have more growth and has violence and conflict situations due to insurgency and militancy. The conflict situation gripped the Assam due to one main factor - illegal occupants of Bangladeshi Muslim refugees. More than one third of Assam population belongs to Muslim religion, out of that majority of them Bangladesh refugees. By and large, the entire population of Assam does not have good relation with the Bangladesh Muslim refugees. The hatred feelings have created isolated position for these refugees within this state. These situations have clearly created a demarcation between refugees and Assam people. This division is in terms of, cultural, social and political differences. The refugees are unable to mingle with the majority community and unable to participate in the main social process. In this context, what sort of mass communication choices are available for them and how they are consuming that for what reasons - these are the focal point of this research paper.

Media map of Assam: As said earlier that North East as an isolated/neglected region of India, the presence of national media is negligible. However, due to satellite transmission and DTH operations, Assam people got an opportunity to hook to national television as well as radio services of private and public broadcastings. Newspapers are concerned, due to distance with the metro cities, the availability of national papers is less and thus has less penetration here. Rather, the local dailies, both English and language papers and magazine, have strong presence. Majority of these local publications are in Assamese language and few of them uses English. There could be a language barrier for Bangladesh Muslim refugees to access the prominent dailies. Other available option for them is listening to All India Radio broadcasts and/or watching local TV broadcast - these mainly in state's official language that is Assamese and few time slots meant for national broadcast which is usually in Hindi - India's national language. Besides these, there is a strong presence of Hindi language based Bollywood films and very few Assamese films. Social and cultural differences may be playing a role to prevent the Bangladesh Muslim refugees to access the mainstream Indian media. The non-fictional content of these mass media is generally focus and references on Indian social system and the fictional content pertinent to Hindu religion and Indian social system.

Research Objectives:

1. To what extent the mainstream media of Assam or India are available to the Bangladesh Muslim refugees in Assam
2. How far the availability of mainstream media is relevant to Bangladesh Muslim refugees in Assam
3. If it is irrelevant, have they attempted to create/explore new space/avenues for their media consumption?

Note on Method: A suitable qualitative ethnographic exploratory research tool would be employed to answer the said questions. The field data collection would be restricted to Sonitpur district of Assam.

Minorities, media, marketing and marginalisation

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GIVEN THAT INCREASED rates of population movement across borders in recent decades coincides with an era in which audiences for mass media are being fragmented and ever more precisely targeted according to demographic criteria, we might expect to find that ethnic minorities have become exposed to intensive exploitation as consumer markets. As inflows of immigrants and refugees transform the ethnic composition of the national populations of the rich white countries, we might hypothesise that the characteristically opportunistic and rapacious corporate interests entrenched in those nations would be using whatever media are available to reach these new markets.

We would be wrong. Television is still the paradigmatic commercial mass medium, and the long-prophesised demise of nationally-networked, free-to-air television has yet to be fulfilled. In spite of the considerable challenges it faces from digital media, traditional television everywhere is still the dominant medium of social communication, and correspondingly, of advertising. That is, its basic economic rationale or 'business model' remains intact - the free provision of scheduled information and entertainment content which attracts audiences whose attention can then be sold to whichever advertisers want to gain access to them. However, in Britain, surveys of minority audiences over the last ten years or so have demonstrated the extent of their alienation from national television, and their marked preference for subscriber services via cable or satellite. In Australia, a national service originally funded by government and intended to provide programming for 'multicultural' minorities has become more of a commercial service for cosmopolitan Anglo-Celtic Australians, while the minority audiences opt instead to pay for information and entertainment available from their homelands via the satellite dish in the back yard. In the United States, there is the very notable exception of free-to-air national networks for the substantial Spanish-speaking minorities, but in general, minorities are neither represented nor served by free-to-air networks. Yet they do have access to subscription services in their own language, delivered via direct-to-home satellite or satellite-to-cable providers.

Research on such international satellite services, including state-sponsored services like India's Doordarshan, reveals that the majority are encrypted, and mainly in subscription packages. The fact that millions of viewers who live outside their actual or putative nation of origin are paying to receive services from there, and the fact that several of these services are state-sponsored, does not mean that these audiences have therefore insulated themselves from advertisers. For example, Spain's RTV Internacional carries some advertising, just as does BBC World. However, the number of advertisers who wish to gain access to such global narrowcast audiences is few. Similarly, the small size and often dispersed distribution of many minorities makes it uneconomical for major advertisers to seek to reach them even through their own 'ethnic' media at the local level. While there may be enviable advantages to being segregated from commercial influence in this way, it is also a form of marginalisation, a restriction of full cultural citizenship. This paper will contrast the case of Chinese-speaking minorities in Australia with that of Spanish-speakers in the United States.

Phantoms in the 'Contact Zone' : The Museum as medium, integration , and diasporic communities in France

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MUSEUM EXHIBITIONS OFTEN present significant, if rarely analysed, examples of 'framing' group identities and 'masking' cultural divides by presenting culturally hegemonic definitions of identity. The museum, as Clifford has remarked, is 'an inescapable contact (conflict) zone.' (Clifford: "Museums as Contact Zones", in Boswell & Evans, eds.: *Representing the Nation*: Routledge, 1999.)

In France, cultural policy actively envisions the role of national museums as media to propagate the 'patrimoine' - the national heritage - as cultural model .

From 29 June - 19 August, 2007, the Petit Palais (Museum of Fine Arts of the City of Paris) mounted an exhibition entitled 'L'Etoffe des héroïnes' (The 'Stuff' of Heroines), which presented the successful completion of the cultural 'integration' project of the couture designer Sakina M'sa, undertaken in cooperation with the Petit Palais. This project was described in the text displayed at the entrance to the exhibition as a "workshop of 'insertion' through fashion and the creation of clothing". The thirteen women chosen to participate in this project were identified as members of various disenfranchised and marginal publics - from diasporic communities, dealing with issues of immigration, or perhaps excluded from the 'mainstream' by age rather than cultural affiliation or identity. The women were trained in couture practice and encouraged to design and create new garments by recycling and using old second-hand clothing donated by the charitable association Emmaus. Their creative and artistic standards were formed by and based on the study of works of art from the collection of the museum, whose role was extolled in the text at the entrance to the exhibition as: "The Petit Palais affirms itself as a site of life and exchange, open onto the world...", whereas the project itself was defined as a "project of cultural development with a social aim", "conforming to the political 'mission' of the city (of Paris)." (Translation mine)

This paper, through a close reading of the visual and verbal narrative of this exhibition (the exhibition to be considered as separate from the project itself, but as defining the project for the public), would investigate and analyse how diasporic communities are portrayed through the medium of the museum, how 'integration' and 'insertion' into French culture is conceptualised, and would attempt to identify the cultural 'phantoms' which haunt this 'contact zone.' As part of this reading, reference will also be made to the narrative of the newly-opened Cité Nationale de l'Immigration (Museum of Immigration) in Paris.

'Structures of relevance' in Diasporic Communication

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RESEARCH ON MAINSTREAM and diasporic, media alike (Hargreaves 2001, Tsagarousianou 2001a, 2001b, Ahmad 2006, Matar 2006) indicates an ambivalent relationship between the former and diasporic audiences.

Studies of minority audiences and mainstream media make evident (a) that diasporic audiences utilize mainstream media and often display considerable creative skills in their consumption; (b) that the expectations that diasporic cultural consumers have of mainstream invariably relate to their aspiration to be represented in ways that allow them to be recognized as part of the society, to become more visible and acquire 'voice'.

Similarly, audience evaluations of diasporic media are at best ambivalent. The disappointment, cynicism and critical stance often detected in diasporic consumers' assessment of the remoteness and occasionally lack of relevance of diasporic media to their everyday lives is tempered more positive attitudes towards their more 'familiar' aspects. Commenting on the availability of diasporic media, audiences often stress the links they provide with their countries of origin or with their respective cultures, and more importantly, the resources they provide to them to reconfigure diasporic space, local and transnational alike.

The relationship between diasporic media and their audiences relies on their ability to articulate what Hollander and Stappers (1992: 21) call 'structures of relevance' which provide the crucial links that make communication an important means for the forging of community culture and solidarity. Studies of diasporic radio, for example, (Echaibi 2002, Hargreaves 2001, Tsagarousianou 2001a) reveal that listeners often appreciate the proximity and immediacy the medium can have. This paper focuses on the processes of construction of such structures of relevance and intimacy in a number of diasporic media and assesses their impact in the construction of diasporic space at local and transnational level.

Diaspora and Dialectic: Maintaining National and Cultural Identity Beyond Nation State – Bollywood and FijiTV as a contributing factor in Indo-Fijian Identity

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POST WORLD WAR II, media has served a dual purpose in creating and maintaining identities. While media aided newly independent nations, formed of peoples of exclusive identities, in crystallizing their identity as 'one-nation', it facilitated migrant populations both who were displaced as a result of colonization or willingly left home for a better life, keep a connection to their homeland. Unlike other migrant communities, Indian diaspora has had a constant flow of popular culture from Bollywood, as a reminder of a 'supposed' Indian Identity

Indian communities form a sizable portion of the population in countries such as Singapore, Mauritius, Malaysia, Guyana, Trinidad and Tobago and Fiji. In some countries like Fiji, Indian diasporic community constitutes over 45% of the population. Often times these countries have also seen socio-political tensions between Indians and other ethnic groups in their respective countries. In Fiji, there have been coups¹ and debates² about sending these 'migrant' populations from 5-7 generations ago, back to their 'homelands'.

Following the framework provided by Croft, (2002)³, where he urges moving beyond the traditional theories of nationalism and national identity⁴, this paper asks new questions about the 'role of media in establishing a national and cultural identity beyond the nation state.' This will be an exploratory study to elicit questions and issues that migrant populations deal with when reconciling their multiple identities. A combination of quantitative and qualitative approach (open and close ended surveys) will be used to clarify the concept of 'national and cultural identity' which is usually the point of contention and rationale in political conflicts.

Television is a new addition to Fiji media. A little over a decade old, Fiji One, the national television in Fiji makes efforts to produce a healthy mix of programs in English, Fijian and Hindi⁵. Although most entertainment programs are imported from the US, NZ or Australia, there are some locally produced educational programs. For example, Voqa Ni Davui (Fijian language) and Sitara (Hindi language) both offer in-depth analysis of government initiatives and spotlight rural development initiatives. The programmes alternate on a fortnightly basis⁶. A new program Have your Say, which

interviews a government official or a Parliamentarian every week has been the latest addition. Have your say, which started a little before 2006 elections as a way of increasing public participation in the democratic process, allows callers to ask questions of politicians and government officials.

There are some programs that are created by using a local anchor who primarily presents foreign produced content. For example, Get Set FijiTV's children show combines a look at history, art and craft, with the screening of cartoons and educational programmes like Histeria, Sesame Street, Pepper Ann and the Gummi Bears. Coca-Cola Power Jammer FijiTV's music show, ranks in the top ten most watched programs. Although Power Jammer claims to include Fijian, Hindi and "Island" music mainly replays music videos that are reminiscent of MTV and VH1.

However, Hindi channels offered in cable packages mostly feature programming produced exclusively in India. Almost all programming on these channels is produced in India and is in Hindi. However there is no specific program that could be labeled as Indo-Fijian, yet most Indians living in Fiji do not define themselves either as Indians or Fijians. Where is the location of Indo-Fijian Identity? (...)

The Rhetoric of Ethnic Identity Construction among Chinese Immigrants in the United States: Rethinking Borderland Rhetoric in Cyberspace

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THE CONCEPT OF ethnicity refers to ancestry, language, and culture associated with the categorization of and identification with a specific racial group (Fenton, 1999). The conceptualization of ethnicity as a sociological, rather than a biological, term addresses the complexity of race categorization and race relationship. As such, the construction of ethnicity becomes "a social process, as the moving boundaries and identities which people, collectively and individually, draw around themselves in their social lives" (Fenton, 1999, p.10). The social nature of ethnic construction thus allows rhetorical scholars to examine the rhetorical construction of ethnicity in language, thus dictating people's conception of ethnic identity.

Although the application of diaspora to race and ethnic studies has been common, scholars have recently begun to use this concept to examine the relationships between new media (such as the Internet), diaspora, and race relationships (Anthias, 1998; Hiller & Franz, 2004; Mandaville, 2001; Mitra, 2001). Previously, rhetorical scholars have begun to apply this term to study rhetorical practices and discourses among diasporic populations in the United States. For example, Mao (2005) examines Chinese American rhetoric by identifying "a core of discursive features that can be viewed as internally coherent and that are to be realized by different forms of enunciations or representations in particular contexts" (p. 427). The mixture of rhetorical practices generated from different ethnic backgrounds leads to the creation of "border zones," "contact zones," and "rhetorical borderlands" as conceptualized by many rhetorical scholars (Anzaldúa, 1999; Pratt, Bhabha, cited in Mao, 2005, pp. 431-432).

This study will begin with the examination of Chinese diaspora in the United States. We argue that spatial and technical characteristics of cyberspace will create a "borderless" virtual community that further facilitates the process of constructing ethnic identity. Following Mao's (2005) and Anzaldúa's (1999) propositions, we also argue that new rhetorical discourses are made possible in the emerging cyberspace rhetorical borderlands. In this paper, we attempt to examine electronic rhetorical discourses that are related to the construction of ethnic identity among diasporic Chinese immigrants in the United States. Among diasporic commu-

nities such as the Chinese immigrants that are examined in this study, past research has found that marginal voices are more likely to be heard in cyberspace. For example, Mitra (2001) examines the process of self-expression in cyberspace and finds that a unique voice can be produced using Internet technologies. These technologies include computer bulletin boards, discussion groups, websites, blogs, chat rooms, etc. Mitra has found cyberspace creates a channel for rhetorical discourses from the oppressed, ignored minorities, and marginalized groups to be heard. Therefore, cyberspace can be conceptualized as a rhetorical borderland where rhetorical practices of diasporic communities can be heard. This demonstrates the rhetorical nature of cyberspace. Furthermore, cyberspace also enables the construction of ethnicity via the invention and communication (sharing) of rhetorical discourses among diasporic Chinese immigrants in the United States.

We plan to conduct an extensive evaluation and critique of current research in ethnic identity, cyberspace as a rhetorical border, and Chinese diaspora to begin our inquiry. The literature review also helps discover and analyze hidden assumptions behind these theoretical perspectives and phenomena. Furthermore, gaps in present literature are identified to provide justifications for this study. Our study requires a multi-disciplinary approach because of the complexity of examining the emerging ethnic identity practices and discourses in this new cyberspace rhetorical borderland. To provide textual evidence to answer our research questions, we use a textual analysis method to collect rhetorical discourses and practices from selected Chinese immigrant websites and discussion boards on the Internet. Websites and blogs established by Chinese immigrants in the United States will be found after extensive Google and Yahoo searches.

Digital Divides Working Group

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Framing Digital Divide: Issues of Policies

Framing the Digital Divide: digital inequalities in making the Internet

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THE NETWORK SOCIETY is shaped by transnational dynamics overcoming geographical barriers and political systems. Considering the centrality of new technologies into every field of social, economic and political activities, most of the worldwide dynamics are influenced by digital technologies. Within this framework, I argue that the world population is both directly and indirectly linked to the Network Society. Following this approach, my paper explores the Digital Divide referring as the differences existing between those who are directly and actively connected to the Network Society and those who are not. More concretely I investigate the questions of how inequalities can be measured and if the Digital Divide can be understood as being only a problem of access to digital technologies.

The Internet has been lauded as an open space to which anyone who wants to can contribute. It is also because of the inherent plurality that the Internet has become an important participatory instrument. However, I argue that the Digital Divide is not only a problem of access to the Internet's contents. Rather, it is also important to explore from where these contents come from.

The aim of my paper is to explore the problem of the access to the Internet, mapping the Internet users, but also the origin of its contents, mapping the Internet makers. This latter aspect has been so far under-investigated. If the Internet is made by the same users, the interesting question follows: who has the instruments to make the Internet? What about the digital inequalities in making the Internet?

My paper explores the Digital Divide via two complementary parts.

First, I map the worldwide digital inequalities in accessing to the Internet, highlighting its relation with economical and, moreover, democratic status factors.

Second, if the World Wide Web is the way in which Internet's contents are available, I explore empirical tools for mapping the geographical distribution of Internet domain names.

In conclusion, putting in relation these complementary perspectives of analysis, my paper explores the global Digital Divide focusing on the worldwide existing gap in making the Internet.

When Digital Democracy Fails: Digital inequality in online deliberation

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UTILIZING THE CONCEPT of digital inequality (DiMaggio & Hargittai, 1991), this study goes beyond uneven access and into inequality among persons with formal access to the Internet. In addition, this study applies the concept of digital inequality into an American political context, in which ordinary citizens from all over the country deliberated on political issues by the aid of online technology (i.e., chat-rooms). The purpose of this study is to explore the dimensions of inequality in digital democracy and to evaluate the political consequences of such inequality.

Theorists have expressed optimism regarding a revitalized deliberate democracy on the Internet. They have argued that unlike other social mechanisms, the Internet does not depend on either the state or commercial forces (Dahlberg, 2001a). Therefore, the Internet is relatively open compared to other discursive spaces such as mass media (Coleman, 2005). The Internet's interactive

features foster communication among citizens, including that on political topics (Kioussis, 2002).

However, scholars of digital divide challenge this optimistic view as utopian. Considerable empirical evidence shows that income, education, age, race and gender significantly predict access to and use of the Internet (e.g., Bucy, 2000; Hacker & Steiner, 2002; Loges & Jung, 2001). The second-level digital divide (e.g., Bonfadelli, 2002) proposes the inequality of skills/ability (i.e., quality use of the Internet) even as the access gap is closing. The same predictors were found to significantly shape users' Internet skills (Van Dijk & Hacker, 2003). If there could be a third-level digital divide, I would suggest the inequality of influence or of the ability to achieve desired consequences. Some studies (e.g., Mossberger, Tolbert, & Gilbert, 2006) show that disempowered groups do value the Internet more than other groups, but whether disempowered groups who gain access and skills can achieve their goals has not yet been answered. Jung, Qiu and Kim (2001) developed the Internet Connectedness Index, which captures the scope and centrality of the Internet's incorporation into the everyday lives of diverse social groups, and found that education, income, age and gender gaps persisted.

The design is a quasi-experiment, in which a nationally representative sample was recruited to participate in multiple rounds of online deliberation. In exchange of participation, they were offered free Internet access and free equipment. The access gap should be filled effectively and any non-participation should be resulted from reasons other than lack of access. This study examines three sets of dependent variables, including attendance, experience, and influence. Statistical analyses show that socio-political barriers created by education, income, age, gender and race still have significant impacts on participating in online deliberation. The negative influence continues to experience and influence in online deliberation. For example, participants unequally contributed to rational discussions on political issues and thus their preferences had differential influence on after-deliberation opinion climate. The findings lead to a challenge to the empowerment potential of digital democracy. If digital inequality keeps being significant in online political activities, whether to rely on digital technology to expand the inclusiveness of democracy remains a question mark.

A Digital Divide – Digitization in Terms of History or No History!?

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HISTORY AND CULTURAL heritage shape and affect our present being. The awareness of our past and knowledge of traditions and practices in all forms may vary between different societies and over the world.

If we relate the information that we have and what we know today, all parts of our cultural heritage, to a digitization process of information: what digitized information and documentation will then be accessible in the future? Will there be losses of information - our cultural heritage? If losses occur, will there be differences in losses or effects between nations and regions due to differences in technological resources? If there will be differences, what implications will they have?

The possible problems that I would like to put forward are firstly losing information when preserving the information in digital form and/or secondly end up in a situation with inaccessibility to the preserved digital information and thirdly, what effects of the first and/or second problem may follow for different societies?

The first two potential problems may be approached in at least two ways: software or hardware insufficiencies and the third problem follows upon the other problems. Altogether the problems seem to be something that may affect many people over the world (many of us might store digital images for instance) and thus well worth studying.

Realizing that digital information storage and the digital divide are vast issues and as well to connect the problems to this conference and a digital divide discussion, I will only put forward parts of the subject. I will thus focus the paper and the work group discussion on a discussion on cultural heritage and a general loss of digital information. I will consider the implications of lost digital information no matter how the information might be lost. Furthermore, I will try to glance on differences between different societies in the world in terms of digitization. The issue may be studied from a technical aspect as well as a sociological aspect. My approach is sociological although the problem derives from technique and technological problems and development.

In the paper, I will put forward a few “hands-on” examples or cases that might be something that we all recognize from our everyday life and apply the cases on an assumed or existing digital divide. What I would appreciate is an active discussion among the group participants to treat and feed the issue with thoughts, reflections and ideas. The mix of participants with varying backgrounds, nationalities, knowledge and experience can together with my paper serve as a good basis for an initial discussion.

The Spectral Communication Hypothesis

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WE WOULD LIKE TO PRESENT a hypothesis for understanding meaning generation in electronic communication. Calling it spectral, it is a pattern particular to CMC, from synchronous online chat-rooms to asynchronous HTML based forums. It is a communicative diagram extraneous to former media, as if electronic interactions would give birth to a further communication realm. The logic of this realm is the very idea of meaning this paper is targeting.

The spectral meaning is related to a dynamism that exceeds linguistic and cybernetic models. Gary Shank says there are sign relations in electronic communication though they cannot be analyzed under any semiotic framework. In a broader sense, authors such as Merleau-Ponty and Gilles Deleuze define meaning as an edge of virtual and actual, an immanent force hardly transcendent, while authors such as Habermas and Luhmann debate whether it is generated by language or not. Exploring these few insufficient remarks, it is possible to name the spectral communication four main characteristics:

- Unlike large-scale broadcasting model, in which is possible to draw diagrams with lines, the spectral pattern is related more to circles crossed by lines than lines themselves.
- Although made out of language, it cannot be subsumed within any semiotic or linguistic model. There is no triadic or binary relation, but a spectral one.
- It works both as a social system and as a communication index. The paradoxical nature of spectral meaning comprises closed systems and open communicative operation.
- It does not rely on communicative agents but on communicative environments. This specter is both external and internal to the agents.

Thereby, meaning is firstly what came out of the circle; an environment where communication is breed. It is a circle around senders and receivers enfolding their performances all together. It is thus atmosphere and not significance. The very way we address this question is a typical aporia for communication studies, for defining meaning as something not produced by language sounds incomprehensible for most communication studies, which still struggles for a theory able to describe meaning generation as something not based on language.

In theoretical terms, the idea of communication is fundamentally tied up with language; notwithstanding this phenomenon is not language dependent. The hypothesis of a spectral communi-

cation refers to a reciprocal misunderstanding relation that somehow brings inferred agreements. This agreement nevertheless is way different from what Habermas identify as condition for communicative actions, a concept that came out on Habermas X Luhmann debate, where the first one presents language as a ground for communication while the second one brings on an analysis on social interactions.

These two authors, together with Merleau-Ponty and Gilles Deleuze, shall offer enough theoretical assumptions to tackle this issue. This paper intends to describe a concept of sense or meaning both as a coming-about of being and something close to Luhmann's account of communication as autopoietic reproduction. This theoretical framework will permit understanding meaning as something that accounts for the conditions of experience at the same time it conveys a system in itself.

Social entrepreneurship, communication, and digital inequalities

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THERE IS GROWING activity and interest in the field of social entrepreneurship, especially in developing countries. Whether it is the Grameen Phone project in Bangladesh or the Sekem Initiative in Egypt, communication can play a role in addressing serious inequalities. Much of the work looking at social entrepreneurship and the addressing of digital divides is descriptive and inspiring; little focuses on communication and the media; and even less of the literature is analytic.

This paper begins to fill these gaps. It builds on existing literature discussing social entrepreneurship and presents a comparative analysis using case study methodology. It focuses on two case studies involving social entrepreneurial organizations, organizations with social missions that include addressing digital inequalities and empowering the digitally disempowered. Examining the environments surrounding each organization, cross-case analysis identifies those environmental elements that serve as barriers or facilitating factors in achieving each organization's mission. Additionally, the theory or logic of change in each case is highlighted. The research goes beyond focusing on the roles of individual social entrepreneurs to include organizational and interorganizational levels of analysis.

Particular attention is paid to the roles of governments at local, national and regional levels and to nonstate actors including civil society. Each case study highlights knowledge transfer patterns and outcomes both within the organization and across its boundaries, especially in the case of partnerships with other organizations. Here, interorganizational improvisation and related outcomes are a major focus.

The cross-case analysis also treats the concept of absorptive capacity of each social entrepreneurial organization itself over time and of partner organizations and recognizes the interacting roles of culture. Building absorptive capacity along with empowerment is a key focus of this research.

Finally, the paper addresses the implications of the cross-case analysis for policy-making at community, national, regional and international organization levels. It also identifies a continuing research agenda requisite for truly understanding the growing number of social entrepreneurship organizations in the context of addressing digital inequalities.

Explaining the economic digital divide: A multi-method study on ICT adoption and use in micro-enterprises and SME

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UNTIL RECENTLY POLICY makers and scholars largely ignored the difference in ICT adoption between large companies (+250 employees) and SMEs (small and medium-sized enterprises, 0-250 employees) (European Commission, 2003). The past decade this kind of 'economic digital divide' has been the subject of numerous academic research projects and was targeted by various policy initiatives on local, national and European level (e.g. e-Europe initiative). These studies and policy actions usually consider SMEs as a homogeneous concept. However, this approach is problematic, because SMEs include enterprises that are structurally different in terms of capital and employee capacity. Especially micro-enterprises are largely disregarded in research and policy focused on ICT adoption and use by SMEs.

In our paper we addressing the two following research questions:

- 1) Is there a digital divide between micro-enterprises and their larger counterparts?
- 2) Which factors explain the adoption of ICT in micro-enterprises?

To give an accurate answer to these questions, the data of a study on the acceptance of ICT that we have recently conducted, is used. In this research a multi method research design was constructed, using both quantitative and qualitative methods. In order to avoid a generic approach we decided to embed our research in one specific economic sector, namely the retail sector.

For configuring the research set-up we applied a funnel approach. First, a broad examination of ICT adoption and use in micro-enterprises in nine subsectors of the Flemish retail sector was carried out. This includes semi-structured expert interviews of professional organisations of the nine selected subsectors as well as a quantitative telephone survey among 1,442 micro-enterprise entrepreneurs. Second, a more specific approach was used, with an in-depth study of micro-enterprises in one of the selected subsectors, namely the video rental stores. As an essential actor in the value network of the communication sector, this sector consists in Belgium to a very large extent of micro-enterprises. This second phase build further upon the findings of the first. In this way, the applied funnel approach facilitated a grounded understanding of the problems in ICT uptake in micro-enterprises by integrating both macro, meso and micro level perspectives.

The findings of the study's different phases confirmed the existence a digital divide between micro-enterprises and larger companies. Compared to recent statistics (E-Business W@tch, 2006; OECD, 2004), micro-enterprises in Flanders buy and use less technological resources in their business processes than larger companies. Although most of the enterprises studied owns at least one PC and a large majority has a broadband internet connection, the use of more advanced technologies such as software for stock management still lags behind. This means that the digital divide has evolved from an infrastructural problem to an instrumental problem.

The bivariate analysis of the survey measured the association between indicators of ICT adoption on the one hand and demographic and socio-economic characteristics of the managers and their micro-enterprises on the other hand. We discovered that the economic digital divide and the well-known digital divide on social level among citizens are influenced by similar factors. Next to economic factors such as the type of subsector and the turnover, education of the manager has a significant influence on ICT adoption in micro-enterprises. Another important factor is the importance of so-called 'warm experts' (Bakardjieva, 2005) such as friends, family and local ICT dealers, in adopting new technologies.

Communication Experience and Pleasure in Emerging Digital Divide Policy Issues: Implications for Internet Advertising Industry

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POLICY DEBATES ABOUT closing digital divide have dominated much of the discussion about the negative impacts of information-communication technologies in the past five years around the world (Blythe & Monk, 2005; Lodge & Jung, 2005; Loosen, 2005; Rao, 2005; Selwyn, 2004). The concept of digital divide has been widely used to examine the diffusion of digital television (Kang, 2000), computer (Kronk & McIlroy, 2004), cell phone and Internet (Rice & Katz, 2003), mobile computing (Wareham, Levy, & Shi, 2004) in both domestic (Katz & Aspden, 1998; Rao, 2005; Wong, 2002) and international (Guillen & Suarez, 2001; Lukasik, 2000) contexts. However, most of the arguments supporting the importance of closing digital divide often center on social inequality (Selwyn, 2004), human rights (UNDP, 2001), and other social-economic-political rationale. Policy recommendations derived from these debates subsequently led to access-enabled measures to ensure that all citizens will have access to information-communication technologies (ICTs).

Although, at the earliest stage of ICT diffusion, availability to ICTs warrants its critical and central role in telecommunications policy, rapid diffusion of ICTs among many developed countries has significantly played down its importance. For example, Internet penetration in many developed countries has reached over half of the population (CNNIC, 2004). In the U.S., over 68.8% of the population has connected to the Internet, while, in Japan, over 52.2% of the population has access to the Internet. Furthermore, access to the Internet has been provided through public libraries, Internet Café, mobile computing hotspots, etc. Therefore, in this paper, we argue that an experience-based rationale (i.e., pleasure of using ICTs) should be used for planning and implementing future telecommunication policy governing digital divide issues. More specifically, we argue the development of Internet advertising industry and its practices to force upon Internet users unsolicited pop-ups, cookies, and email have reduced the pleasure of using this technology. On the basis of experience-based rationale, we argue the regulation of Internet advertising industry should be considered as a digital divide issue.

This paper will begin with an extensive review of literature detailing the concept of digital divide. The extensive literature review will provide justifications to propose an experience-based concept to explore future digital divide issues in telecommunication policy. The study will continue with an ethnographic interview of representative Internet users to solicit their narratives about their usage of the Internet, their exposure to Internet advertising, and their experience in encountering Internet advertisements. We will follow the ethnographic interview and narrative analysis approach proposed by Clark, Demont-Heinrich, and Weber (2004). Participants will be solicited to represent Internet users in rural and suburb regions, with various socio-economic backgrounds, and with different levels of experiences with the Internet. Thematic analyses of their narratives will be used to support our arguments about the need to study digital divide policy issues from an experience-based rationale in regulating Internet advertising industry.

Digital (Dis)Connects in Theory and Practice: The Homeless and the Internet

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PEOPLE LIVING IN varying degrees of homelessness encounter endemic obstacles when accessing or using traditional media let alone ICTs. Whilst steady upward trends in national and international statistics for homelessness, mobile telephone ownership, and Internet use appear to move along quite separately, homeless users have been keen users of ICTs from the get-go; for personal use or as a means to organise and mobilize nationally and, increasingly, transnationally. In particular street papers - produced by and for homeless groups - and their support networks use ICTs to facilitate vertical interconnections between national and regional organizations on the one hand and laterally between local papers on the other. The aim is to facilitate information-sharing, exchange of high-quality content, funding, as well as provide practical support for editorial staff, contributors, and vendors of this particular sort of publication; mostly but not exclusively non-profit and based on an ethos of socioeconomic empowerment. Such connections between various media for the homeless and homeless people themselves straddle the classical 'North-South' demarcation line.

This paper is set against the above backdrop. It argues that patterns and gaps in homeless populations' (non-)uses of ICTs need to be incorporated into work on both the real-existing and imagined divides attributed to contemporary media and ICTs. Updating SSRC-funded research into New York's BIGnews, the paper examines the 'digitalisation' of sociocultural and techno-economic cleavages, old and new, that exist close to home. Taking the fate of BIGnews and its organization vis-à-vis that of the International Network of Street Papers as a case in point, the paper looks at how computer-mediated communications co-constitute palpable inequalities, intangible interconnections, and perceptual 'disconnects' codeterminously. Recent events in the life of BIGnews and its umbrella organization are analysed along the following lines of argument. First, contemporary 'mediascapes' or 'technoscapes' are ones in which processes of commercialisation, privatisation, and securitization exacerbate longstanding exclusions of non-elite, non-commercial, and atypical uses and users across the board. Second, Internet access, online practices, and production are increasingly confined to the private - home sphere if not the paid workplace in upwardly mobile settings the world over. Third, on-the-ground public spaces as well those constituting open cyberspaces, access points along this virtual-material spectrum included, are becoming increasingly exclusive and monitored; by multilateral, governmental, and corporate agencies. Users in precarious living situations bear the brunt of these trends, on the ground and when (trying to get) online. Drawing on five years of regular contact with BIGnews, the paper shows the points at which homelessness, the media, and the Internet are intimately (dis)connected. A closer examination of their often paradoxical, if not counter-intuitive interaction can contribute to theory and research at the intersection of culture, society, and politics in hyper-mediated settings.

Parents engaging with new media: a matter of iteracy?

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IT IS WIDELY RECOGNIZED in research - ours as well - that teenagers use new media primarily in their personal environment. ICT takes the strongest position in the informal atmosphere of

housebound leisure activities. In more formal environments such as school, ICT is used less. This finding suggests a far-reaching privatisation of new media use, partly initiated by the broader social tendency to a 'protective house detention culture'. The British sociologist Furedi speaks of a culture of fear, bringing paranoid parenting.

Surveys of parental regulation of children's media can give indeed the impression of high levels of concern and so suggest considerable parental efforts towards media regulation. However, if media concerns are put in the context of other parental anxieties, concerns about the media lag behind the influence of 'bad friends' or the child's job prospects.

Much has been said recently about the apparent expertise of young people using new media and there are claims that they are using the Internet more creatively and are becoming more proficient in their use than their parents. Sometimes the parents are regarded as totally absent and not using the Internet at all.

This paper investigates practices of adoption and domestic regulation of new media within the family. We focus on the parental use of ICT, their digital literacy and their attempts to manage and monitor children's access to and use of new media. We put these practices in the broader context of the family lifestyle by regarding convivial activities, the child's communication with mother and father, the feeling of acceptance by the parents and the behavioural autonomy the child experiences. We investigate if one-parent-families and alternating family contexts differ from traditional families.

These issues are explored by using the Flemish data from the qualitative part of the Belgian research project 'Teens and ICT: Risks and Opportunities' (TIRO), which started in 2006 and ended in December 2007. In this research project the ICT practices of youngsters (12-18 years) were studied in a multimethod and interactive way. During the research the parents were also interviewed. Theoretically, the paper seeks to integrate the literature on domestication, the digital differentiation approach and an evaluation of Furedi's culture of fear.

The main findings of this paper reveal differences between families concerning the parental use of ICT, literacy and the level of concern. These differential patterns result from unequal socioeconomic, cognitive and cultural resources. The paper concludes with some speculative remarks.

And now TV, what should I call you?

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THE THINKING OF television studies, in general, and those associated to the public service in particular have been always in confrontation with the legal text, contractual agreement obligations between State and audio-visual operators, with the public service defensive and other criticizing their premises, forms of action and legitimacy.

With the advent of Internet, multiple digital realities and the dispersing of communication platforms, the main difficulty is to define media, their integration in the media system - that vary between traditional and digital - and its affirmation on a wide multiplicity of audience.

The present communication, entitled And now TV, what should I call you tries to determinate, synthetically, the changing current processes, the new television realities as well as try to associate them with a common dominator - radio and television public service. RTP - Radio e Televisão de Portugal will be the object of analysis, accenting on the current changing processes which, outdated the Palaeolithic to Neo-television phases, focus on the challenge of educate, inform and entertainment, through many and complex communication tools.

Presenting Portuguese reality is much more than presenting the existence of a five decades life state TV station and two general channels (RTP 1; RTP2); two other private television operators

(SIC; TVI), as well as a multiplicity of cable services (TV Cabo; Cabovis?o) and satellite free reception. Currently, this reality is made of convergence, emergent technology, and renewable forms of relation with the audience, a new definition of the communication object which is directed to the mass and to the individual.

Focused on the changing processes that aim new contexts, entertainment environments, consumption perspectives, uses and needs, dominating technologies and tendencies, services and leading models, today, RTP is a television which have grounds those directives in the way it presents itself to the multiple audiences.

The favourable environment to the permanent, constant and infinite changing is a frame to the new multiple screen sets. Today, Television, as we are looking to defend is beyond classic _TV_ abbreviation, stretching itself to the web channels, mobile, hi-pod, P2P exchanges, to the video blogs _ in the limit is what settles down network communication. Today, generalised offer of formats, models, techniques and resources allows practicing an extended television concept that is searching for gathering Youtube, Myspace, Coolstreaming, TvTuga, Mogulus, Zoom-in, Fora.Tv, Intruders Tv, Blip TV, etc, diversity and wealth.

Presents itself, with a particular emphasis that Television of the beginning century hardly summarizes or fits in a fixed frame: it is multi-screens, it moves, it_s dynamics, multifunction and urbi et orbi. What should I call her? Perhaps TV_s, not TV. The loss of singularity and the new plural form concept reveals how much television grew, how it has contaminated others and how it was contaminated by several communication devices and revolutionaries media systems. A new concept definition stretches to all forms of communication including emission and receptions through renewal inter textual forms.

In accordance with all that has been exposed here, the present communication is situated on the debate about the new media studies, its relation with the emergent audiences and specific market targets, analysing several investigations about this matter.

Conquering the digital divide: Development of woman's digital skills in Taiwan

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TECHNOCULTURE AND GENDER have been intertwined in a complicated way. Whether gender is related to digital divide has long been an important issue in the study of information society. In Taiwan's academic studies published in late 1990s and early 2000s, many show that woman's usage of internet and duration and the interest in information technology were much weaker than that of man. These studies advocate that there existed a gap of information literacy between man and woman in Taiwan, mainly based on the analysis of computer access, internet speed and material ownership of computers.

Recent studies in mid 2005s incorporated wider dimensions to measure digital divide not just by

material and technical standards, but by skills and applications. These studies suggest that the digital divide between man and woman in Taiwan are shortening. According to Tseng and Lee's research findings in 2005, there were not much difference between man and woman in terms of information access and digital applications.

Based on van Dijk's framework of digital divide published in 2006, this study conducted a nationwide telephone survey targeting the concepts of "operational skills" and "information skills." This survey adopted the Computer Assisted Telephone Interview (CATI) system in December 2007, with 1,050 interviewees all over Taiwan. Surprisingly, this survey finds that woman is not just similar to man in terms of digital capability. Taiwan's woman performs much better than man in many aspects of digital skills and usa-

ges. For example, in the overall scores of digital skill access, woman is a little bit higher than man (with the mean 37.4 for man and 39.2 for woman). However, among eleven major indicators in an ANOVA analysis, woman is significantly better than man in three skill indicators including "computer graphics skills" (p?.05), "website design and software usage" (p?.05), and "less internet & computer frustrations" (p?.05). On the other hand, none of the eleven indicators show that man is more capable than woman.

The results of this survey provide an important foundation for this paper to explore the gender transformation of digital performance. Aspects of changes in technoculture, improvements in woman's information literacy and woman's empowerment will be examined. The reasons how and why do this transformation happen in the context of Taiwan's society will also be explored.

Digital Divide: Regional Dimensions, Comparative Research, Effects on Journalism

The Appropriation of NICTs in Africa: tactical innovators - between a maladjusted technical supply and unsatisfied social demands

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THERE EXISTS IN Africa a technical supply of CITs that is searching for a demand but which concerns itself essentially with particular niches and demands that are profitable. And yet, irreducible social demands remain. Millions of Africans have left the continent and have constituted a diaspora that, from all points of "mother-earth," seeks to maintain its "links" with its "place" of birth. Thousands of young people, dissatisfied with the quality of their teachers in their native lands, seek educational possibilities elsewhere. And as is the case everywhere, young people seek also loving relationships - cyberromanticism - through the magical clicks of a mouse. As well, the great distances, the non existence of adequate and trustworthy means of transportation, and the high price of classical telephone communications render these electronic exchanges more attractive.

But this North Atlantic technical supply is in fact paradoxical : it is ill-adapted to the subsaharan social and technical context, especially in terms of its cost. Creditworthy clients are drawn from expatriates and rich city-dwellers. On a continent that does not have the critical mass needed to ensure a return on investments, the poor must pay more than the rich of Western countries to interact with each other.

What can we do to escape this aporia? In Africa, a whole series of tactics have been developed that truly arise out of what Michel de Certeau has called "Arts de faire", "ways of operating."

Poaching ("braconnage"), bricolage, rerouting, all take diverse forms: through the mutual use of knowledges and materials (such as the sharing of a single e-mail address), the delegating of use in order to avoid the overspending of neophytes, given their lack of mastery of the tools, but also to assist illiterate users; combining technologies (radio and internet) to seek and broadcast information that listeners need to rise to the challenges of their daily lives, etc.

The ingenuity exhibited by the destitute to integrate the digital network questions the "script" that is inscribed in CITs by their Western developers: individual use by a rational, intelligent, cyberliterate user. Here one rather finds that the metaphor of

public transportation and that of the public fountain better translate the way in which the wretched of the earth negotiate their use of technologies that come from elsewhere. Actual highways are off-limits to pedestrians, but the information highway can be used by beggars and tramps. The promises of the digital age nourish dreams, even in the shacks of the Third Monde and the shanty towns of the Fourth.

The digital imaginary or how to condition the social appropriation of digital technologies in developing world

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THIS PAPER WILL deal with the relations between social discourses and the appropriation of technologies, with a particular focus on how cultural production can contribute to digital imaginary in developing land. The notion of digital imaginary draws from that of social imaginary as developed by Cornelius Castoriadis, which refers the system of meanings that govern a given social structure. In his *L'Institution imaginaire de la société* (1975), Cornelius argued that, if on one hand you can't reduce social practices to symbols, on the other hand these practices are simply impossible out of a social networks of symbols. So by digital imaginay, I mean the networks of significations that frame the appropriation of digital technologies. In other words, the digital imaginary refers to the representations of digital technologies as carried by social discourses. More than new technologies per say, new symbols and significations, new discourses are necessary to challenge the status quo and pave the way for the emergence of new social paradigm. Castoriadis argued, with regard to the emergence of the capitalist society, that capitalist machines alone were not enough to induce capitalist relations; these machines needed to be appropriated by "capitalist individuals", namely people whose space and time were organized, inwardly articulated, and imaginarily represented in a new way, different from feudal society. Therefore, digital imaginay presides over how digital technologies are used and, ultimately, it presides over the emergence of a digital society.

The whole discourse of digital divide has emphasized the need to close the gap between the have and the have not. This approach, functionalist in its core, has left overlooked the power of the imaginary and its ability to mobilize social actors toward the achievement of development goals. Let's keep in mind that technology is more than an artefact, it's more than the handset of mobile telephone, digital recorder, radio, television, computer and so on. Technology entails, as Ursula Franklyn, in her book *The real World of Technology*, put it, "organization, procedure, symbols, new words, equations, and, most of all, a mindset." In his book *L'innovation technique*, Patrice Flichy indicates that this mindset emerge thanks to social producers of the imaginary, whether they are novelists, journalists, essayists, sociologists, scientists, etc. In one word, all those who contribute in one way or another to the construction of social narratives.

In this paper, I want to articulate how, in the African context, the production of the social imaginary remain an impediment to the an effective appropriation of digital technologies. Focusing on two countries (Côte d'Ivoire and Cameroun), I will examine how the narratives in the news paper and in the fictional works (TV soap in particular) have shaped the light through which the mobile phone is seen, and conditioned the behaviour surrounding it. I also want to suggest some approaches that will contribute to feed the digital imaginary in developing world.

Digital Divide and Sociopolitical Inequalities in Less Developed Nations: The Case of Morocco

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THIS STUDY IS a case study of Morocco's efforts in the last decade (1997-2007) to bridge the digital gap across diverse populations separated geographically, culturally, linguistically, and economically. The author used survey research to determine that a significant gap exists between what the effort produced and its stated aims, with the result that fewer citizens participated in the democratic process during 2007 elections than previously. The study suggests that knowledge gained in studying developed economies may not be applicable to less developed economies with different social, economic and political interactions and structures.

The author examined the strategies implemented to spread digital connectivity in Morocco, including profit maximization by private companies that were often linked with governing elites, and the study found that the announced official objectives behind efforts to close the digital gap in Morocco were overshadowed by the profit motive.

Since the early 1990s, scholars have paid considerable attention to digital divide at the international level between developed and less developed nations and at the national level within the boundaries of developed nation states. Less attention seems to have been paid to the digital divide within less developed nations, which form a wide spectrum of media, cultural, social and political environments.

Previous studies mainly examined the nature of the digital divide and the transformation and expansion of its contingents, such as material access, educational, economic, social, and gender variables. In this regard, the divide is often associated with existing inequalities, and suggested strategic solutions are assumed to be effective in closing the gap in terms of material access and usage of new technologies. However, while these solutions were often found applicable and effective in the developed world, the possibility that efforts to close the digital gap within less developed countries would promote existing inequalities and create others seems to have been ignored. Of course, such inequalities/equalities can be as diverse as the environments in which they are found, making case study methodology appropriate in initial explorations of this issue.

For the purpose of this study the case of Morocco is chosen to examine how effort to shrink the digital divide in less developed nations may promote certain inequalities and possibly create others. Since the late 1990s the Moroccan government has launched an extensive campaign of freeing the media sector starting with the privatization of Maroc Telecom, a giant telecommunication company in Africa. The action was followed by the opening of the media sector with goals officially expressed to engage more people in the ongoing democratic process. However, the recent parliamentary elections-ten years after the start of the campaign to shrink the information and digital gaps- witnessed the lowest turnout in the history of Moroccan elections. The survey research conducted in this study has found that, among other inequalities, people with both material and knowledge access to the new means of information, such as the internet, participated less than those without access in the democratic process, as represented by the free and transparent elections. Such paradoxical result, added to others to be discussed in the paper, challenges the mainstream idea that associates digital divide with sociopolitical developments.

Socio-cultural Factors of Digital Division on the Post-Soviet space

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RAPID DEVELOPMENT OF new information and telecommunication technologies at the end of the 20th century collided with the period of political transformation on the territory of the former Soviet Union. The well-developed media-structure of the large country underwent a radical change and got separated into a number of local ones. Nowadays, the media space once united by the Soviet media system could be reunited only with the help of the global network Internet. Under the circumstances it had to acquire national traits so the domain SU became extinct and gave way to national domains such as Ru, Ua, Az, Kz, etc. Together with economic and political independence the former Soviet republics have successfully made their own way in the Internet. The dynamics of the information revolution in the former Soviet republics and their national media structures clearly show that countries went their own way in the terms of social development. The heritage of the communist era and transition to market economy created quite similar conditions for the media change. However, the national factors of sociocultural nature had produced more significant influence.

Not every country of the post-Soviet space was ready to enter the digital society immediately. The process of globalization in the post-Soviet context is very uneven and depends primarily on the level of maturity of national media systems. A lag behind the most developed world in the field of the newest communication technologies is a significant obstacle. While the dynamics of ICT has ultimately depended mostly on economic and political stability of their development, the influence of socio-cultural factors is still important. In many of countries, the Internet remains a privilege for an insignificant part of the population not only because of economic and technological, but also of language to religious issues. The digital divide in turn is becoming the accelerator of the social gap widening.

This thesis is supported by the fact that the level of Internet-usage is widely differentiated in the post-Soviet countries. In the number of Internet users Estonia is the leader (57,8 % Internet penetration) with Belarus takes the second place (56,3 %) and Latvia takes the third place - 47,4 %. They are followed by Lithuania, Russia, Moldova, Azerbaijan and the Ukraine. The last place in this rating belongs to Tajikistan - 0,3 %. Within the former Soviet countries (including the Baltic countries) Estonia is the most successful in its ICT policy development. It has become a result of consistent Information Society strategy which began in the middle of the 90s. The country is influenced by Finnish example. In linguistically close Belarus, Ukraine and Russia one could find significant economic and political differences, and the dynamics of Internet penetration reveals a completely different picture. The rapid pace of development is found in Uzbekistan where over the last 7 years the number of users has increased by more than 23 000 percent: from 7500 users in 2000 to 1,745 million in 2007. However users share as calculated to the community number is still insignificant - 6.3 %. Azerbaijan is the second in this list - the users share in that country has increased by more than 8 thousand percent.

The data show that some countries have successfully entered the global space on the same level as some developed countries while the others remain in digital exclusion. Therefore we could not consider the post-Soviet societies to be equally post-industrial. The studying of the reasons for existing gaps is very important for understanding the reasons of digital divide on the whole and also for the understanding the digital dynamics in countries that keep definite local features.

Kwami Gendered Engagement: Possibilities and Challenges of Web 2.0 for Social Change in Developing Countries

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WEB 2.0 HAS RECENTLY received a lot of buzz as social networking sites like Youtube, Myspace and Flickr gain momentum and become the communicative spaces for many people, especially those in the North. However, defining what Web 2.0 is increasingly problematic as it means very different things to different people. As a result, the term Web2.0 itself is contentious, in constant ferment as to what it really stands for. In lieu of a definitive meaning of Web 2.0, many commentators and researchers refer to Web 2.0 as the heralding of the 'second wave' of the World Wide Web (WWW) that puts people at the core of the technology through collaboration, sharing and publishing of information using people centered interfaces and applications. Thus, people actively participate in the creation, sharing and consumption of content. Others have argued that the Web 2.0 is just a jargon of what the web was supposed to be in the first place. Some commentators point to the difference between the first wave and second wave of the WWW as moving from more static web pages that were mere repositories of information to an interactive fast-paced communicative space where information is more of a two-way flow with both push and pull features, driven by collaboration and sharing of knowledge and the synergy such social networking (re)generates. It is this (re)generation of information and communication, both personal and public that makes this second wave an exciting phase that presents many possibilities.

In this paper, I argue that the current excitement around web 2.0 and its application to development goals through engagement of developing countries in the information society misses the point if a gendered analysis is not taken into account. Heyzer in Thas et al. (2007) notes aptly that "a genuine information society demands the equitable participation of all members of society in the creation, management and use of its products. Without this, the notion remains an empty promise" (foreword, p viii). Thus, gendered engagement in terms of access, use and participation of information and communication technologies remain critical in the deployment of digital social networking interfaces presented by web 2.0 to development goals. This paper lays out the possibilities as well as the constraints encountered by men and women in the South in their engagement with these digital tools and the social networking possibilities presented. I discuss these issues from a third world feminist stand point calling for a holistic contextual approach that takes into consideration the cultural and economic realities in developing countries if web 2.0 is likely to address development goals and court social change.

Internet usage pattern among Pakistani Youth: A Gender perspective

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PAKISTAN IS A DEMOCRATIC state with an authoritarian culture as it remained a British colony for almost 200 years. Pakistan is a traditional society with an extended family system where free male and female interaction is not encouraged. The male and female friendship is not acceptable. This study intends to examine the role of Internet in bringing change among youth. The main objectives of the study are firstly to find out the level of change in communication between/among male and female, secondly, to identify the changing relationship among male and female with the use of internet, thirdly to gauge the role of Internet for addressing the

academic problems of youth and to study whether Internet has played any role to prepare them for their livelihood activities. The universe of the study was the postgraduate students of University. A sample of 150 was drawn through random sampling. The survey method and in depth interviews were used as research methodology.

Findings indicate that young people today are maturing earlier in a developing country like Pakistan where the IT infrastructure is yet at its nascent stage. They have more knowledge, more understanding and more experience at an earlier stage than their predecessors because of their access to information through Internet and their e-learning has encouraged them to inquire and reason for themselves. Research result shows that majority of the youth are either busy with chatting or e mail. The data reveals that the behavior of young people has undergone a radical change. The on line interactions have reduced the communication gap between gender in virtual as well as in real life. Online communication helped in reducing female's fear to talk to boys in real life. The Pakistani society is opening up due to the use of internet. Internet has linked the Pakistani youth to the Internet community, where they have created virtual relationships. The virtual relationships are gaining more importance than actual relationship. Friendship between male and female is a taboo in Pakistan. But gender friendship has increased due to chatting and email. The academic use of internet is more frequent in getting material for assignments. As far as the livelihood activities are concerned, internet is only used to get on line information about job and email the application. Girls students are feeling more empowered due to this facility.

New media in different social environments. A comparative study of the spread and use of Internet in Stockholm and St. Petersburg

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THIS PAPER PRESENTS findings from a comparative project (2006-2008) on media structures, media use and life-styles in St. Petersburg and Stockholm. At the IAMCR congress in Paris 2007, we presented some initial results from an extensive survey (including more than 600 variables), especially focusing on the virtual behaviour of young people in the two cities (during Fall 2006 and Spring 2007). We also referred to results from previous surveys (in Sweden) on people's attitudes to the Internet.

The present paper for the IAMCR congress 2008 implies further analyses of the role of new media in the two cities, which are characterised by different historical, political, economic and social conditions. The main emphasis is on the adult part of the population: How is Internet use and Internet's role as a source of knowledge, pleasure and communication and as a practical tool related to people's attitudes to society, life conditions and societal contexts? And which are the similarities and differences compared to a younger generation?

We follow up our aim to establish a more general correspondence model between the IT variables and the respondents' backgrounds and other values and activities by way of multivariate analyses.

Compared with the presentation in Paris 2007, the empirical base for our present analyses is completed by quantitative surveys with adult people and with qualitative interviews with representatives of the public (who also participated in the quantitative surveys) and with media experts in the two cities.

The empirical results are related to certain theories of central importance to the field of media and communication studies, among them Bourdieu's theory on the social determinants of taste and people's life-styles.

Digital Divide Dynamics. An Explorative Study of the Internet in Spain and Sweden 1996-2006

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THE OBJECTIVE OF this paper is to examine the 'Digital divide' theory by comparing the development of computer and Internet use in Spain and Sweden during 1996-2006. Expanding research in this field has often faced several obstacles in respect to an emerging Internet era where communication technology is not spread evenly throughout nations and all population segments. On the contrary, increasing knowledge gaps between nations (the North-South digital divide) and citizens (the rich-poor digital divide) may occur in most postindustrial societies (Norris 2000; Chadwick 2006).

The digital divide dimensions have so far often been explored by comparative studies of a huge number of nations where national figures of computer use, Internet use and Net activities have been analyzed, not at least within BG Eurobarometer survey. In these kinds of studies the validity of the digital divide theory has, to a large extent, been confirmed as significant information gaps seem to remain between both on state level and individual level (Bergström 2005; Strandberg 2006).

However, fewer studies have been focused on the dynamic development of communication technology uses within postindustrial societies. Thus, questions may rise on whether the use of new technologies always describes a vertical process in which the digital divide will remain aside, or if cross-national variations may be affected by government policies, private sector initiatives or the general socioeconomic development in single countries.

This paper intends to explore some of the possible country-specific factors that may influence the proportions of computer and Internet users in postindustrial societies. Furthermore, it intends to develop the theory about the digital divide by taking into consideration national differences regarding the interplay between technology, market structure, media policy and communication technology use.

The paper compares the development of computer and Internet use in Spain and Sweden in the period between 1996 and 2006. Southern Europe countries use new communication technology to a larger extent, but Internet penetration has been - and still is - much higher in Northern Europe. By focusing on the recent development of computer and Internet use in Spain and Sweden during the last decade this paper addresses possible explanations for changing national patterns that may reduce or broaden the initial digital divide between these two countries. This explorative study comparing Spain and Sweden may serve as a starting point for more comprehensive comparative studies in the field.

E-learning indicators for development: a comparison of access to e-learning between Canada and Mexico

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THERE IS A COMMON belief that technology can improve the rate, quality, amount and effectiveness of learning at all levels. If this is correct, e-learning technology may offer unique opportunities to extend learning support beyond the traditional classroom, and thus lessening the digital divide. For instance, through either Digital Learning Environment (DLE) or Computer Assisted Education (CAE) computers, networks and other computer related technology are used in the delivery of instruction in different regions of the world. Furthermore, the use of learning technologies, either in a blended approach or at a distance, represents the

possibility of access to information exchange and educational tools to a number of people who, for some reason, could not have direct access to education.

Literature on the area of e-learning suggests that there are many reasons for encouraging and growing e-learning efforts throughout the industrialized and the developing world. Among these are: traditional universities cannot grow at the same rates as the young populations require education; developing countries do not have sufficient numbers of qualified professionals to serve as teachers; without some feasible system for education the youth in developing nations, those countries are likely to fall behind the industrialized world in terms of economic growth and prosperity.

Furthermore, e-learning technologies could represent for many developing countries a 'leap frog' possibility to leaving behind the educational gap with the industrialized world. Among those benefits, we should include the fact that with the use of computers students take active part in exploring phenomena instead of being passive receptors of information, and teachers can interact with them in a more efficient/continuous way. Moreover, instead of being isolated in the classroom, students can interact with other peers and gather information from around the world, having access not only to a number of sources of information, but also, to a number of different content experts and educated peers. From a pedagogical point of view, e-learning technologies are the trigger to implement innovative pedagogic techniques (such as collaborative learning and problem based learning) among students and their peers, and also among teachers themselves, fostering new discoveries and new ways of exploring information.

The research presented in this paper takes an analytical approach of two countries' access to e-learning technologies in North America: Canada and Mexico, and the consequences of economical growth that this access represents for their population. Finally, the paper also underlines the challenges for analyzing education indicators in the region and further research areas are suggested.

Transformations of Web and New Models of Professional Media: Internet vs Runet

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THE ECONOMIC AND social discourses are becoming glocal, virtual, individualized. Development of the Internet corresponds to the given paradigm from I3 to W3 and G3 (Berners-Lee, 2007; Fitzpatrick, 2008). In antropocentric Web 2.0 an ordinary user becomes the main producer of a content (70 % to 2010, IDC), which means occurrence of new communication models (Shilina, 2007) for all actors, including professional media.

As far as media is concerned the transformations of Web cause new calls of mega, mezo and a microlevels in social, communication, professional, ethical, intercultural, legal spheres. So, the questions of adequate offline and online editorial and publishing policy, an inclusiveness to intercultural and regional context, priorities of agenda formation for media-elites and bloggers, freedom of users self-expression, collective wisdom of crowds (Surowecki, 2004) and others arise.

The modern status of professional media in the Internet can be characterized as a resource identity search. The author suggests her own typology of the newest network media-resources and formats of content (Shilina, 2007). Leading global offline media started to use network formats several years ago, the newest formats 2.0 (blogs, podcasts, vidcasts) started to be used in 2006-2007, but they have not created effective models of presence in Web 2.0 yet. Imbalances between offline and online models still exist.

Genesis and actual condition of professional media-resources in Runet, which appeared in 2006-2007, differ from the global ones. Undoubtedly, one of the main problem is a minute circula-

tion of Runet (in 2008 only 22% of Russians have an access to it), however Web 2.0 is on demand (72% of the users, UniversalMcCann, 2007), and according to the forecasts by 2010 Runet will embody 50 million active users (eMarketer, 2008; Reinman, 2008). There are quite a few sources of media where blogs, podcasts, vidcasts are used. On the contrary, Web-edition of Delovoy Petersburg (dp.ru, Bonnier Group, Sweden) uses the maximum amount of the modern tools available at Web 2.0 even in regional versions. Besides, there also exists the unique network edition RB.ru, which allows its readers to stipulate the agenda (Independent Media).

So, despite the differences between the Internet and Runet, there exist a common strategic problem connected with the development of new level of interaction with audiences, however media-elites are obviously not ready for it.

It is necessary to create an adequate theory of journalism, which will correspond with the current and predicted conditions of media. In our opinion, the effective models should be conducted on the bases of journalistic research; media-economy; the theory of communications; ICT (first of all, its communication aspects); sociology of the Web; social and media-psychology. Moreover all of them should not be looked at without economic and social contexts both international and Russian ones.

National Practices to Prevent Digital Gaps: Democracy, Generation and Gender Issues

An Exploration of User Fragmentation and Mobile Phone Use in India

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IN THIS ERA of rapid media evolution, it is very important to measure and understand clearly the changes taking place in terms of media ownership and use. The issue of mobile phone use in India is an interesting and complex one due to the multicultural, multi-lingual and diverse population that exists in this vast sub-continent.

Mobile phones have diffused rapidly and nearly 320 million people, almost a third of India's population, have cell phones while only about 7 percent have Internet access at home. This medium continues to evolve rapidly in countries like India where Internet connectivity appears to be far more convenient via mobile telephones than via expensive computers.

Unequal access and unequal use among the mobile phone users exists due to various factors such as age, education, income, language spoken, and urban and rural orientation. Cellular telephones come with numerous features such as Internet connection, short messaging

services (SMS), multimedia messaging services (MMS) calculators, address book, still and video camera and several multimedia capabilities. It is not clear, however, as to what features are being used more frequently by different groups of people and why.

This research will explore whether and to what degree there is a digital divide among different groups of mobile phone users in India in terms of the types of use and the extent of use. What determines the level of use? In what way does this divide impact policy decision

making as well as audience reach? This study will use the uses and gratifications theory as the base. The study will also focus on the level of interactivity among the users as this may have a bearing on their level of use.

Data for the research will be gathered by conducting several focus groups and long interviews. Participants of the focus group and interviews will be drawn from the general public in rural and urban settings and also include student groups. This researcher is currently based in India and has access to resources to conduct such primary research. Information gathered from the focus groups and interviews will form the basis for a survey questionnaire that will be administered among various publics in India in the second phase of the research.

Modern Development of the Internet and Internet Journalism in Russia

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INTERNET BECOMES A dangerous competitor for many traditional media. And now the traditional media are on the growing pressure due to the rapid growth of the role of information and advertising online media. According to the Public Opinion Fund, 28 million Russians today are using the World Wide Web, with the number of Internet - users in Russia increases each month by about 700 thousand people.

The average age of Russian Internet user is 30 years. The biggest numerical group (35%) of users is aged 18-24 years. But there are several problems of development of this market like high cost of computers and Internet services.

The Russian segment of the Internet - RuNet shows record growth rate in the number of domain names. In 2007, the total number of sites of RuNet reached one million and one hundred thousand. In recent years RuNet continued its rapid development, increased its audience and the quality of its resources. Internet today enjoys every fifth Russian. The park of home personal computers has exceeded 18 million units. Right now there is a trend of the rapidly growing of popularity of network diaries (blogs) and e-mail as means of communication. Today in RuNet there are about 3 million personal diaries, with a 260 hourly new blogs.

The Russian army of multimillion subscribers of mobile cellular communications should be added to this, which is rapidly evolving towards universal online media and extremely popular with young people. In January 2006, the number of users of cellular communications in Russia stood at 128.2 million.

In Russia, there is a great popularity of Internet - version of the print media. Electronic version of "Komsomolskaya Pravda" (www.kp.ru) is a leader among them. In March 2007, in Moscow were recorded more than 1.1 million readers of this publication. In doing so, "Komsomolskaya Pravda" doubled ahead of the nearest competitor topical - "AiF - Argumenty i fakty".

A merger of mobile and print media channels gives the significant effect of the extension of the audience. The most "authoritative" Internet - Media attendance were: "Gazeta.ru", "RIA Novosti", "RBC", "Lenta.ru", "Komsomolskaya Pravda", "Utro.ru", "Izvestia.ru", "Kommersant", "Newsru.com", "Nezavisimaya Gazeta", "Regnum".

As for the problems of RuNet, experts primarily emit distribution of spam and audience measurement. The United States, China and France are the largest suppliers of spam to the European market. Recently only company "TNS Gallup Media" has until measurements of RuNet audience in Russia. Moreover, in December 2006, a treaty was signed on the partnership between research holding "ROMIR-Monitoring" and the Polish company "Gemius SA". The third players in the market, which will record the Internet - preferences of Russians are Comkon and SpyLog companies.

There are special features of Internet - publications. First, this is a good interactivity. In the second place, this is the possibility of a constant renovation of site. The Internet - texts, as a rule, is less in the volume than the materials, published in the newspapers. During the creation of texts the special features of the work of

search machines should be considered. It is necessary that in the text there would be the more often references of names, surnames, positions, titles, names of companies, etc (...).

The importance of equality and cultural values during the secondary phase of the diffusion of Internet.

The case of Sweden

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RESEARCH OF THE diffusion of new technologies has mostly focused on the start of the diffusion process, the primary phase. This is still an important question in many developing countries, but in the rich industrialized world where the diffusion of Internet already has accelerated - around half of the population, or more, already are using the Internet - the interesting question is now how the diffusion will proceed during the secondary phase? Will the penetration continue or will it level out? Where is the saturation level, and will this level be different in different countries?

We already know a part of the answer. The beginning of the secondary phase looks very different in different countries. After the early adopters and the early majority the penetration has declined. But the levelling out has been of different strength and nature. In this paper we will try to find an explanation of these differences with the help of comparative statistics and a close study of what has happened in Sweden.

Sweden is a frontrunner, among the countries in the world, when it comes to how far the diffusion of Internet has proceeded. It is during the secondary phase that Sweden excels. Young people, well-educated and wealthy people have already today got access to Internet in all rich OECD countries. In order to study the secondary phase we have to look at what is happening in other groups of the population, namely among the elderly and the low educated people.

With the help of international comparisons of Infostates or e-readiness, we can see that Sweden during the last seven years has had good opportunities to adopt the new Internet technology. But if we look at single factors it is hard to point out, from these international comparisons, what the crucial factors are.

Even if the economical conditions are important, Sweden does not belong to the richest countries of the world. The economy of Sweden is not the reason for the high proportion of Internet users. Neither is the Swedish education system, the high proportion of Swedes with telephones, the urbanization of the Swedish society, or the passive Swedish politicians. Instead it looks like the socioeconomic conditions are very important. Countries with a relative high social and economical equality, like Sweden and other Nordic countries, show a diffusion process that continues up into the older generations.

To this we have also to add cultural values. In the whole industrialized world there is a continuing change of values from traditional/religious values towards secular/rational. And from values centred on survival towards self-expression. At the head of this change of cultural values Sweden is to be found.

The conclusion is that there is a combination of cultural values and socioeconomic conditions that contribute to the continuing diffusion of Internet in Sweden during the secondary phase. What we can expect is that a similar development will be found in countries with corresponding conditions. In other countries there will be obstacles, during the secondary phase of the diffusion process, which will be hard to overcome.

Democracy Unfriendly Factor-Digital Gap in China

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ARE THE RELATIONSHIPS between democracy and technology allies or adversaries? Idealists view the development of technology reinigorates democracy. For example, the internet allows individuals anywhere to associate with one another, promotes civic participation in public forums, permits new modes of free expression, and is thus attributed to spreading and confirming democratic values. Yet such discussions rarely face the limit of cyberdemocracy-digital divide. This study examines how and why "digital divide" hinders the development of democracy in China. It is normally believed that the advancement of telecommunications and information technology and that modernization of communications will eventually undermine China's political control and dynamize Chinese civil society. Yet while facing the social inequalities brought by advanced technologies, the subaltern and the disenfranchised do not have economic capital for the facilities; nor do they have cultural capital for the skills. Thus they will have less social capital to participate in public discussions online. In China where access to internet is heavily concentrated on nearly twenty percent population in urban areas, the poor is isolated from technology and information for the lack of infrastructure and funds. By exploring several significant events, this study argues that digital divide in China exacerbates the gap between the urban and the rural, and this gap, in turn, influences the report bias from international media. When the majority of Chinese cannot be heard domestically and internationally, what democratic values can Chinese online forums represent?

Digital Divide: causes and effects in contemporary Brazilian society

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THE PROPOSAL OF this paper is to analyze the complexity of digital technology implementation as well as its power as a tool to lower class inclusion in the globalized Brazilian contemporary scenario. Departing from a clip of a feature film that shows the arrival of computers in a poor suburb and the social, political and cultural implications of it, I intend to suggest the intricate chain of elements that can be considered as responsible for the almost impossible attempt to create an equal environment for the so called "digital excluded". My hypotheses are that political interests, cultural lack of support in education, and the huge gap between social classes have created barriers for any kind of inclusion. Despite all these problems, I believe that digital inclusion is easier to be reached than social inclusion, which requires more financial means to prove buying power. The clip I selected to support my point of view is from the film "Quanto vale ou é por quilo"(2005), by the Brazilian filmmaker Sergio Bianchi, famous for his straightforward way to portray Brazilian misfortunes. The scene starts when children from low income families are waiting for the arrival of computers in one of the Digital Centers supposedly created to correct the effects of digital divide among social classes. When the computers arrive, three problems are immediately detected: the promise to have new computers was not accomplished; the children are digitally illiterate; the unprepared social assistants cannot control the situation, which culminates in a pile of broken computers, a huge mass of children claiming for justice, and a generalized feeling of frustration and anger towards the coordinators of the ONG's failed project. Choosing arguments by Manuel Castells and Anthony Wilhelm about electronic democracy, concepts by Dominique Wolton and Pierre Lévy on the function of Internet and

collective intelligence, and anthropological assumptions by Arjun Appadurai and Nestor Canclini on the late effects of colonialism, I suggest that political interference in Brazilian education prevents progress, that lack of social skills makes it difficult for lower classes to surpass barriers, and that cultural inheritance causes imbalance within a mass mediated society. However, I argue that digital inclusion is easier to be approached than social inclusion, which is a chronic feature of our double colonization process, initiated with the arrival of the European colonizers and continued with North American influence, together with the effects of globalization. If, in general, digital divide continues to exist in many areas in Brazil, there are two successful projects developed in my hometown, Curitiba, capital of Paraná: the "Citizenship Streets" and the "Knowledge Lighthouses". The first intends to promote digital inclusion and citizenship formation by creating electronic centers with specialized instructors to provide information on the use of computers as tools to facilitate procedures such as payment of debts, acquisition of goods for the house or office, as well as news information and opinion developer. The "Knowledge Lighthouses Project" has built 45 libraries in many different city areas, providing not only books for children and teenagers but also computers for research and writing. In conclusion, I believe that, by analyzing Brazilian attempts to fight digital divide, I came across a complex net of challenges that intervene in constructive proposals, but also found some fruitful projects.

Creative Commons Licenses: the Brazilian experience

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THE SCOPE OF the proposed paper is to describe the legal, social and cultural implications of the implementation and use of Creative Commons Licenses in Brazil. In this country, in fact, public authorities and important members of the national culture and arts (namely, the worldwide famous artist Gilberto Gil, actually Federal Ministry of Culture) are increasingly promoting the adoption of non-traditional forms of licensing in order to enhance social inclusion of the less wealthy part of the population and promote the development of society and culture. The use of more limited forms of copyright (some rights reserved instead of all rights reserved) is definitely interesting in developing countries like Brazil for the social effects that this trend potentially has.

The topics covered by the paper will be namely:

- 1) Overview of the introduction of Creative Commons licenses in Brazil, when and how it did happen;
- 2) Legal analysis of the Creative Commons licenses implemented in Brazil and their relations with the national system regulating copyright and the relevant legal acts;
- 3) Investigation on the impact of the Creative Commons 'movement' within Brazilian society, with a special focus on the active role pursued by public institutions (namely, the Federal Ministry of Culture and its Minister Gilberto Gil, which enabled the programme 'Cultura Digital' across the country) and academia (above all the Foundation Getulio Vargas) in promoting the implementation of Creative Commons licenses. The paper will address also the issue of the importance of this to enhance social inclusion in the Latin American country.

The methodology that will be adopted is interdisciplinary and will be focused on legal, cultural and social aspects, for the very fact that these characters are strongly interrelated each other and should be analyzed together. In particular, we will assess to what extent the use of legal contractual licensing clauses can have an impact on the development of culture and social justice in Brazil. The research will be based on the use of direct sources, namely, for what concerns the above point 2), the clauses of the Creative Commons licenses implemented in Brazil (other than other relevant legal Acts and documents), and, as regards the other issues,

on the work performed by public institutions as advertised and described in official papers and websites and analyzed and commented by the Brazilian and foreign literature. It is important, finally, to mention that the presenter is perfectly fluent in Portuguese language and is familiar with Brazilian legal and cultural traditions.

Community participation, culture preservation and the digital divide: Constructing digital archive of an aboriginal tribe in Taiwan

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THE DIGITAL DIVIDE has become a new form of social exclusion in the information society and many efforts have been taken to address the issue. Among many approaches applied, the community approach, comparing to the technology and market approaches, shows its strength in meeting people's needs to bridging the social divide. Therefore, this study examines the digital divide from the perspective of community participation, taking Alan-Gluban, an aboriginal tribe in central Taiwan as the site of observation. By examining the process of producing digital archive of this tribe, this study shows how disadvantaged people make good use of information and communication technologies (ICTs) to speak for themselves and preserve their cultural heritage, given proper introduction of outside funding and resources.

Alan-Gluban is the residence of Se-edig people of Atayal tribe who were forced to move from Wushe, where the biggest uprising against Japanese colonial rule happened in 1930. On Oct. 27 1930, over 300 Se-edig people attacked and killed 130 Japanese in Wushe and which caused the massacre of this tribe by Japanese forces and the expelling of the rest from their home territories to Alan-Gluban. Lots of research and articles have been done about the uprising, this tribe and their culture; however, most of them are made by Han people, not the Se-edig themselves as a result of their lack of literacy and resources. Not until recently when the awareness of aboriginal rights has been awakening and adequate resources have been allocated for aboriginal people's own use, these people began to speak out their history and culture.

Two national policies contribute to the enhancement of the Se-edig people's rights in access to the media. In 2004, Taiwanese government initiated a plan to build digital opportunity centers in remote rural areas and Alan-Gluban was among eight pioneer sites to introduce ICTs for community development. In 2007, the National Digital Archive Program began to include Alan-Gluban as a partner to build the archive on their autonomy. These policies help to bring resources to the tribe while the former introduces ICT equipment and training for tribe residents and the later necessary skills and funding.

However, none of these policy and resources can work without the intermediary of the community grassroots organization and the participation of Alan-Gluban residents. Therefore, this research examines the process of constructing Alan-Gluban digital archive to see how people participate in the project to speak out their opinion, restore their collective memory and tradition culture. By conducting field work and interview, this study finds that when proper resources are allocated and good training are given, disadvantaged people are able to connect tradition culture with modern technology for their autonomy and development, through cooperation and participation in making their digital archive. This study thus expands the dimensions of the digital divide research from people's access to ICTs to content production and meaningful use.

Finally, this study fits the conference theme of addressing the relationship between new media and global divides in general and specifically the theme of the Digital Divide Working Group in two dimensions: the unequal access to digital media as a consequen-

ce of sociopolitical barriers to digital media as created by race, and ways to empower digitally disempowered in various national media and policy contexts. Therefore, this case study can contribute to the digital divide research by sharing the experience of Taiwan's policy and grassroots efforts in bridging the divide and ensuring people's right of access to media.

Youngsters and the digital divide in Brussels : a comparison between autochthonous and allochthonous youngsters

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EARLIER RESEARCH ON ethnic minorities and the digital divide has shown that ethnic minorities are often among the high-risk groups for being excluded in the information society. In this paper research results are discussed from a survey research project in which the digital media possession, digital media use and the attitudes towards digital media among both autochthonous youngsters and youngsters from ethnic minorities were studied in Brussels. In this way, it is tested if a digital divide between the majority and minorities still shows up among youngsters in Brussels. If possession is used to measure the digital divide, there is a digital divide if Internet possession is taken into account: autochthonous youngsters have more often an Internet connection, but almost everyone seems to own a computer. Game computers such as Playstation, Xbox and Nintendo consoles are owned even more by youngsters from ethnic minorities. This proves that apart from the digital divide there also exists a literacy divide: a difference between an information or entertainment oriented media culture. This literacy divide is however mitigated if other criteria, next to possession, are used as measurement techniques. There still is a difference in Internet use (not in computer use) between autochthonous and allochthonous youngsters, but the possession and use difference do not correlate with an attitude difference, measured with a computer attitude scale. When allochthonous youngsters do use computers and the Internet they even use it more often for information related activities, such as participating in news groups or searching information about employment, religion or politics. This means that digital media use can have a compensatory literacy and citizenship function for youngsters from ethnic minorities. The differences in digital media possession and use can be explained as a consequence of structural, social and economic differences or as a consequence of cultural differences. Using statistical analysis, a comparison is made between the influence of structural and cultural differences, which demonstrates that structural variables explain more powerfully the difference between the majority and the ethnic minorities. A big difference between the autochthonous and the allochthonous youngsters is that among the allochthons social class does matter, whereas the autochthons are a more homogeneous middle class, at least when digital media possession and usage are used to measure these differences. Comparable results are found when social class is measured using a scale for measuring the occupational status of the parents, or when social class is measured using the level of education from the father or from the mother. The results of this survey research are used to find research questions for qualitative research. The consequences of the survey for further qualitative research will be discussed and some early results from ongoing qualitative research will be presented.

Digital divide, how to control inequality to information access in the process of crisis management: The case study on oil spill crisis in South Korea

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THE PURPOSE OF this study is to examine how digital divide affect the process of crisis management communication. Many corporations are under potential crisis situation whether it is big or small. Effective crisis management is crucial to minimize damage to company's reputation as well as regain public trust. Many corporations are turning to the Internet in order to effectively communicate with publics during a crisis. The internet makes it possible for corporations to get information and communicate with publics generating feedbacks. However, one of the drawbacks the Internet has is the inequality in the access to the digital media, which is called digital divide. Digital divide leads to the inequality in the amount and quality of information among publics, which raises practical problems for corporations and public relations communicators in dealing with core publics in terms of media strate-

gies and tactics. That is, even though company under a crisis tries to come it over through the Internet, if the public do not have any opportunities to the Internet access, crisis management through the Internet won't work well. To make the matters worse, core public such as victims and their family related with the crisis more often than not tend to fall into the category of the internet have-nots. In this case, corporations should find alternative way to communicate with those who are internet have-nots. This paper conducted a case study on Tae-An oil spill caused by Samsung Heavy Industries Co. in South Korea in December, 2007. The victims of the crisis were fishermen and their communities around Tae-An sea area, most of them are the old and the Internet have-nots. The case study focused on the public's media usage behavior patterns, their decision making process, and their attitude to Samsung Heavy Industries Co. during a crisis, ultimately groping media strategies and tactics for the public who cannot access to the Internet. Crisis management activities online and offline done by Samsung were content analyzed. Then, in-depth interviews with the public were conducted to examine how much the core public were exposed to the crisis management activities done by Samsung and how they think about the company. Then practical implications for media strategies and tactics for the Internet have-nots are suggested in detail.

Environment, Science and Risk Communication Working Group

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Coastal Disaster Warning Mechanisms in Tamil Nadu

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THERE ARE TWO types of disasters namely man made and natural. Natural disasters too could be predicted with the latest development in the field of technology. This information must be disseminated to the public so that they may not be caught unawares. Training the community to be prepared for any type of disaster to reduce the human loss is called the Community Based Disaster Preparedness (CBDP). Information has to be collected from different sources and they are to be disseminated to the common people. With the warnings given, the public must be trained as to what to do and what not to do to minimize loss of lives. Effective disaster preparedness requires capacity to detect hazards, monitor information and convert the information into credible, accurate, unambiguous and timely alerts and warnings. Information and Communication Technology (ICT) has been recognized as integral to disaster management and the cornerstone for early warning systems and the backbone of emergency responses to disasters. India has over 7,500 km of coastline, distributed along nine coastal states and four union territories. It has 1.025 million active fishermen. Except for a rare event of tsunami, cyclone is a recurring feature in the Bay of Bengal, which is on the eastern side of India. Models for mainstreaming of disaster risk management at all levels with focus on district and community level activities are being tried out in some hazard-prone areas in Tamil Nadu so that they can be replicated elsewhere in the country. Based on a study involving in-depth interviews and observation, this paper examines the effectiveness of ICT-based village knowledge centres and an early warning system for disaster management after the 2004 tsunami.

The Presence of "Climate change" on Environmental Organizations' Websites in Egypt

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INTERNATIONAL ENVIRONMENTAL REPORTS indicate that Egypt will face serious concerns as a result of global climate change in the next few decades. Some of these concerns are water scarcity, food insufficiency, sea level rise, and new pressure on human health and the national economy.

Analysis of current climate trends reveal a warming trend in recent decades with country averaged mean temperature increases of 1.4°C and 2.5°C projected by 2050 and 2100. High temperature in the semi-arid regions with resulting evaporative losses coupled with increasing water demands will likely result in decreasing water availability from the Nile.

Climate change also poses significant risks through sea level rise on the coastal zone of Nile delta in Egypt. Sea-level rise is expected to annihilate about one quarter of the agricultural land of the Delta. As a result, a large number of delta' populations will be forced to leave. A 0.5 meter sea-level rise is projected to cause migration of more than two million people, and a loss of more than \$40 billion.

Meanwhile, discussion of climate change' effects still limited to scientific and formal groups and associations in Egypt. With the

difficulties of accessing traditional media (Radio, TV & Newspapers) in Egypt, the advent of the Internet as a fast and efficient information support medium offer new perspectives for the diffusion of environmental data and exploration capabilities.

Researchers indicates that information and communication technologies now play a fundamental part in our understanding of the environmental issues, and to the management, modeling and communication of environmental processes. Perceptions of the environmental issues are becoming increasingly separated from direct experience and more dependent on instruments based on computers such as the Internet.

The Internet can fulfill many functions to corporations, from disseminating information to encourage dialogue and build relationships with stakeholders. It is the medium that offers flexibility to manage information, personalize relationships, and save time in dealing with target publics.

In researching the important of the Internet for corporations, scholars concentrated on two main approaches; the diffusion of information (unidirectional communication) and the relationships building with different publics (bidirectional communication).

In Egypt, the Internet becomes one of the most important communication tool for nongovernmental organizations, as they face many problems to raise their views regarding different issues through mass media. In this context, the present study examines websites of environmental organizations in Egypt to analyze how they present environmental issues in general, and climate change and its effects in particular; and how they encourage dialogue with publics concerning these effects. The study answers the following questions:

"RQ1: What kind of information about climate change are presented on the websites of environmental organizations in Egypt?"

"RQ2: To the what extent these Websites construct the meaning of climate change within economic and social context in Egypt?"

"RQ3: Do the Websites of environmental organizations in Egypt encourage dialogue and interactivity with the community concerning climate change?"

Twenty one environmental governmental and non-governmental organizations in Egypt are selected to analyse their Websites and examine how they present climate change as an environmental issue and how they explore its economic and social effects on Egypt.

Results of the study show that, environmental organizations' Websites address many environmental issues in Egypt including climate change. Governmental and non-governmental organizations' Websites approach effects of climate change in different two ways (...).

Media coverage and an environmental disaster – A discursive analysis on the oil spill over Tae-An peninsula in Korea

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THE PURPOSE OF THIS study was to investigate coverage patterns of Korean media on the oil spill over Tae-An peninsula, the worst oil spill in the natural disaster history of Korea, and their impacts on regional economy, industries and human-lives. The oil spill damaged over the southern-west area of Korean peninsula so disastrously.

The authors constructed research questions as follows; 'what were coverage patterns of Korean media on the worst oil spill over Tae-An peninsula?' 'what kinds of things they tended to point out in covering it?' and 'what kinds of discourses they tried to develop?'. The authors collected two Newspapers and TV stations of covering the environmental disaster, and analyzed news items from those media coverage with semiotic analytic methods and discursive research methods.

As a result of this study, it was firstly found that the Korean media tended to focus mainly on damages of the oil spill and its negative impacts. Secondly, they tended to criminalize those who would be charge for the oil spill, criticize regional government and national government not to care for it properly, and expand negative climate throughout the nation. Thirdly, they also focused on how many volunteers tried to rescue and clean the oil-polluted area and how much speedily they clean it by person-to-person helping. Fourthly, as a further interesting finding, the discourse of a solution to environmental problems was limited to the level of incidence of individual and environmental disaster, particularly that was represented as a simple accident.

In short, it was concluded that the Korean media normally tended to cover mainly present situation and impacts of the environmental disaster, but they did not cover its causes and solutions less than should be expected.

Amazonian frontier: in search for meanings in the regional press

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RESEARCH IS PART of a comprehensive project to study themes of relevance to understand Amazonian contemporary scenario. The first of a series of studies conducted since 2002 analysis reveals the way regional press covers the concept of Amazonian frontier. The study benefits from a databasis dedicated to journalistic articles on themes of Science, Technology and the Environment maintained by the Goeldi Museum in Belém, Brazil. Articles were selected for the period between the years 2000 and 2004 for which some 50 articles were identified. Textual analysis took into consideration the first three paragraphs of each piece. This research follows up on findings in previous studies Beltrão (1994 and 1997) which indicate that within Brazil there is an ongoing campaign intended to divide existing federal states in the Amazon. At that time, the more prominent topics were those of national security, surveillance of borders, narco traffic and the advance of the Colombian guerrilla FARC. As part of the regional agenda set by the press, the concept of Frontier remains treated solely in its geopolitical dimension whether international or national. Similar to previous findings, journalistic articles reveal issues such as military operations to detain narco traffic and those related to disputes around natural resources. Study points out public officials and the Military as the main sources in the journalistic reports. NGOs and specialists in the Amazon follow in the rank of social actors discussing the Amazonian frontier. Discourse analysis reveals international interest, militarization, sovereignty and territory occupation as the main lines articulated by sources and interested parties as shown in the pages of newspapers in the study. Interest in such themes reveals the possibility to reconstruct Amazonian recent history via the pages of the newspapers as they mirror reality and set agendas for the region.

The Kyoto Protocol: Image and Writing in Environmental Discourse

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CONSIDERING A GROUP of images – a series of photographs that illustrate the environmental discourse, which operates the intergovernmental and public discussions of the Kyoto Protocol – as well as Heidegger's definition of representation, Flusser's notion of post-History, and Derrida's concept of writing, the essay discuss possible relations between two modes of operation in

modern western thought: the text (as phonetic writing) and the mechanical image (as photography).

Putting ontological questions aside (such as the analogical versus the digital characteristics of photojournalism, for instance), the photographs selected to the discussion are part of a number of images that are daily produced and circulate as "representations of the reality" regarding the global environmental crisis. But representation for Heidegger has nothing to do with the artistic or aesthetic notions of representation as a copy, a mirror, or a simulacrum of the real. For Heidegger, representation is a means of operational thought, a result of Science as the main modern enterprise.

On the other hand, Flusser's notion of post-History is considered a consequence of an era of image supremacy upon text. For Flusser, History begins with the development of the phonetic alphabet, which is a technical revolution upon the prevalence of image in the Pre-Historic period. Therefore, for the author, the invention of photography regards a similar revolution – i. e. a technical one by which, supposedly, Mankind arose against the hegemony of phonetic writing.

But the fact is that We rarely see a photograph in use, which does not have a caption or a title; it is more usual to encounter photographs attached to long texts, or with copy superimposed over them. Even a photograph, which has no actual writing on or around it, is traversed by language when it is 'read' by a viewer.

Our hypothesis is that, since their early developments, mechanical images, in general, and photographs in particular, have built a growing pattern of dependence on phonetic writing, which stands for the linear logic of interpretation and understanding of visual signs. This logic imposes a way of thinking, a representation of the world where the fruition, enjoyment or satisfaction which are considered as attributes of mechanical image, connected to its artistic or non-phonetic structure (namely the frozen time of the scene and the limits of the frame) are mostly taken for granted or are constantly in conflict with the logic of writing.

As phonetic writing mean a representation of the world where Science plays a key role, photographs whose subject regards the Kyoto Protocol (or the Climate Change issue) could be an unconscious attempt of return to that Pre-Historic period, when the production of images was completely free from the text as phonetic writing and so our relation to Mother Earth was a result of Myth instead of Science.

We believe this approach could be helpful to understand the growing importance of the merging between mechanical image and environmental sustainability discourse in contemporary culture.

Globalization and Caribbean News Identity: Jamaican Health, Science and Environmental Reporting

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THIS STUDY EXAMINES how local mass media in Jamaica attempt to cover the country's pressing health, science and environmental problems. Jamaica provides a critical case study of the impact of post-colonial development policies on journalistic identity since it exemplifies the effects of globalization and Americanization on media in the Third World. The study seeks to answer the question: What are the contextual factors, forces and actors that most constrain reporters' abilities to gather and disseminate information to Jamaica's public on the state of the environment? These factors include privatization, conflicts of interest, lack of access to information, outdated libel laws and dependence on foreign news sources.

Based on the study's data locally-generated solutions may be hypothesized that suggest ways to better overcome the chal-

lenges faced in covering this important aspect of Third World news, not only in Jamaica, but in all developing countries across the world as well.

Climate Change in the Brazilian Press: An analysis of 50 newspapers from July 2005 to June 2007

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SINCE THE LAST quarter of 2006, 50 key Brazilian daily newspapers have dedicated more and more space to the debate on an issue that has been attracting international interest over recent years: Climate Change. This is one of the main findings of a larger study, whose fundamental results will be discussed in this paper.

The study assessed a sample of 997 editorials, articles, columns, interviews and reports published from 1 July 2005 to 30 June 2007. We have applied the content analysis methodology, which includes: 1) definition of the sample and, of the questionnaire applied to each of the stories collected; 3) building of a data bank; 4) statistical analysis, using SPSS program; 5) qualitative analysis.

For comparative purposes, along with texts related to the Climate Change debate, a second set of texts was also used for comparison. This comparative material could be related to any other theme published on the same days of the Climate Change sample; nevertheless, for the present study, issues related to the broader environmental agenda (the Climate Change debate set aside) were selected for the second set. This choice was made to verify how media coverage on the environment evolves in parallel with the coverage related to climate change, and vice versa.

After an extensive work organizing the collected data, the editorial treatment given by newspapers to climate change was mapped in detail. The results of this coverage analysis may contribute directly to more robust advances in the strategy still carried out by media vehicles to cover the theme. They are, at the same time, relevant for expanding the dialogue between different sources of information and media outlets on this issue.

Analysis of the news revealed that since the last quarter of 2006 the approach on Climate Change gained notability in the pages of Brazilian newspapers. This trend is linked with key events that took place in this period – the release of the Stern Review, the film *An Inconvenient Truth*, the IPCC reports, and the occurrence of natural phenomena perceived as likely consequences of climate change.

During the first five quarters of the analysis, one relevant text was published in the selected newspapers every five days. This average increased to one report every two days in the last three quarters. Coverage in national papers and economic publications is more expressive than that of regional papers, showing that in general the theme has a broader agenda. This result shows that there is a need to take into account local perspectives, mainly from papers outside the Rio-São Paulo-Brasília niche.

A concern certainly haunts editorials and players more engaged with Climate Change: how to keep focus on a subject that reached newspapers thanks to such specific events? Throughout this paper, we aim at pointing out the opportunities missed by the media coverage, but which are still part of an agenda that can – and must – be pursued by the Brazilian press. Contributing towards raising the level of this debate is, above all, one of the reasons for this research.

The contingencies of news production and the mediatization of climate change: the journalists views

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IN THE LAST few years, a number of publications have discussed the role of professional journalistic norms in the news coverage of climate change (Boykoff and Boykoff, 2004; Boykoff, 2007; Boykoff and Boykoff, 2007). In fact, various types of factors condition news production. These can be classified in three main types: news values and professional norms; structural constraints; and organizational constraints. Firstly, there are the criteria applied by reporters to decide what becomes news (often termed 'news values') and professional norms such as 'balance'; these news values and norms also influence the selection of and contact with news sources, the citation of sources, and the hierarchization of news, amongst other aspects. Secondly, news practices depend on structural constraints such as the available space in the newspaper (or other type of news product) and the available time to research and write news pieces. Thirdly, news production is influenced by organizational constraints, such as hierarchical relations in news organizations and the editorial profile of each news outlet, including the perceptions that each news organ has of its audience.

As a potential news subject, climate change presents several challenges to news professionals. The global nature of the issue and the wide time frame of its manifestations do not easily match the spatial and time-scales that are characteristic of news production, which is typically geared towards well-defined "events". As well as the diffuse nature of the issue, the multiple causes of the problem may also complicate the journalistic evaluation of its 'facticity'. Still, a very high volume of media coverage of climate change can be observed in many countries for at least 10 years.

Based on a set of interviews and on two 'focus groups' with journalists, this paper aims to analyse the impact of the contingencies described above on news work on climate change. How do news professionals deal with the specific characteristics of climate change? How do selection criteria, journalistic norms and typical professional routines condition news production and how does that shape media discourse on climate change? These are the main questions this paper will aim to answer.

Campaign for plastic usage reduction in Singapore using Stages of Change theory

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SINGAPORE IS A big consumer of plastic. According to the National Environment Agency, a local governmental organization, plastic was the third most disposed waste (656,800 tons annually) and one of the least recycled in the country in 2006. This study explored alterations in individuals' behavioral patterns due to an environmental campaign titled [minus]plastic, using the theoretical framework of the stages of change model of behavior change (Prochaska & DiClemente, 1982).

The campaign targeted 17 to 25 years old youth to inculcate the habit of reducing plastic usage, aiming to ultimately lead to the appreciation of responsible consumerism. The key message strategies adopted by the campaign were fear appeal and opinion leadership. Beginning January 2008, the campaign reached out to the target audience via online (a dedicated website, blog and social networking sites) as well as offline (billboards, stickers,

posters and an event) media. The campaign began with the placement of the campaign materials at tertiary educational institutions followed by a main event held at a popular shopping district in Singapore.

The key research issue was to determine if the methods conducted by the campaign were effective in changing the attitudes and behavior of youth in Singapore towards reducing their plastic usage. The study methodology involved both qualitative and quantitative methods. The qualitative formative research involved focus groups (n=13) with the target audience and in-depth interviews (n=5) with a local environmental governmental body, academic experts and local environmental advocates. A quantitative pre-post research design (n=220) was adopted for the evaluative research, to establish the impact of the campaign on the target audience.

The formative research indicated that, though aware of the need to be environmentally conscious, the common Singaporean youth showed reluctance in participating in related efforts and activities. The main reasons cited were the lack of direct personal relevance and the limited impact of existing environmental campaigns, which also seemed to portray an authoritative stance.

Results from the evaluative pre-event questionnaire revealed that while the level of acquired knowledge on plastic waste management was high, the common youth required guidance to effectively reduce plastic usage. A substantial percentage of the respondents also indicated that practices to reduce plastic usage were not carried out frequently by the Singaporean youth, thus representing an opportunity for the campaign. The post-event evaluative questionnaire results showed that the campaign had an impact on the youth attitudes and behaviour towards plastic waste management, with a significant rise for the different variables as compared to the pre-event results.

Findings from this study suggested that future environmental campaigns targeted at youth should be more personal and interactive thus incorporating messages by communicating via 'peer to peer' basis rather than a 'top-down' approach. Further implications are discussed.

Evaluation of newness in ordinary facts and in scientific facts

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AMONG MYRIADS OF ordinary facts or events occurring in daily life in every corner of the world, some may be selected to earn a place in a newspaper or in a magazine. In a somehow similar way among the huge amount of the scientific work done by scientists in every laboratory or university, some are upgraded in order to earn a place in a scientific journal.

In both cases there are specific filters to select ordinary or scientific facts. In the first case the selection is done by the agenda setting and in the second by the peer review.

The journalist who publicizes a report of scientific nature in an ordinary newspaper does a third order of selection. After this selection the journalist must adapt the scientific information - written in a specific language to a specific public (other scientists) - to a message written in a language understandable by the public of ordinary newspapers or popular science magazines.

This paper deals with structural differences between attributes of scientific discourses and attributes of ordinary language (journalism). These differences are referred to some dimensions (Language functions, Ethos, Newness, Time, Quality control, Iconicity, etc.) Dimensions which are disposed in a frame Here we evaluate specifically the notion of "newness" in journalism and in kuhnian and popperian epistemological views of scientific discourse. In Popper's falsificationism the unexpected character of data that contradict a well established theory is positive evaluated, but in

kuhnian "normal science" the same data may be absorbed by the paradigm and become a somehow insignificant "anomaly".

The unexpectedness of a fact or event receives a positive evaluation in journalism but receives different evaluation according to the epistemological point of view of scientific data, popperian or kuhnian. Our goal is to check how the intersection of these divergences of the two discourses, scientific and journalistic, which coalesce in the discourse of popularization of science, results in some divergences. This fact is clearly seen in popular magazines as *NewScientist* that values "newness" (in popperian and journalistic sense) rather than careful validation (in kuhnian "normal science"). The consequences of these divergences may cause some adverse effects in public, specifically in public communication on subjects connected with health and medicine. Some examples are described in which a genuine journalistic fact is published before a scientific validation, with adverse consequences for the public.

The main purpose of this paper is to displace the moral question of the stigma of sensationalism sometimes attributed to scientific journalists to a different frame of structural differences between the ethos of journalism and science.

The Challenge of Achieving Socially Sustainable Hazard Warning in Sri Lanka

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THE INDIAN OCEAN tsunami of December 2004, as well as the false warnings and evacuations of March 2005 associated with the Great Nias Earthquake, highlighted the need not only for a sophisticated tsunami detection system in the region, but also for a means to disseminate warning messages to local communities at risk.

The tragic irony of the 2004 tsunami is that information about the hazard was available on the Internet minutes after the earthquake occurred and some two hours before the waves reached the shores of countries like Sri Lanka. Such a situation highlights the critical need to provide effective measures to connect local communities to global flows of information. However, to be effective, hazard warning requires a system that connects high technology intergovernmental systems for tsunami detection with locally managed and maintained technologies as well as adequate emergency preparedness training.

This paper presents findings from a recently completed study funded by the International Development Research Centre (IDRC) that involved the implementation of a grassroots, all-hazards warning system in Sri Lanka. In particular, it describes the numerous challenges of implementing a community-based information system for managing multi-lingual hazard warnings across a set of five technologies in 32 tsunami-affected villages along the southern and eastern coast of Sri Lanka. It is argued that in order to achieve long term social sustainability of such a system, hazard warning systems must be seen as part of a wider grassroots initiative in communication and development.

Is That a Problem or an Opportunity? : Global Warming Issue in Japanese Media

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ENVIRONMENTAL ISSUES ARE becoming increasingly universal and it is no doubt that global warming is one of the greatest threats to the earth. This basic human issue has been discussed in terms of scientific, economic, social and political concerns.

Japan has played an important role in defining global warming as economic issues through the Kyoto Protocol agreed on 11 December 1997 at the third Conference of the Parties to the treaty, which entered into force on 16 February 2005. Japanese understandings and attitudes of global warming issues have changed a lot over the past several years and media have played an important role in the process.

This paper attempted to analyze global warming issues in Japanese media, focusing on both news reports and advertisements, in order to examine what role they have played in framing the issue. Media provide the public with both information and image on global warming in an attempt to raise awareness and to promote environmental actions. Japanese news media have showed considerable attention on the issue since the Kyoto Protocol. They seem to represent global warming as a "global" problem to overcome in many news reports; however in some cases they appear to frame the issue as a chance to promote "national" interests.

On the other hand, more and more Japanese companies and industrial associations have focused on corporate social responsibility (CSR) by integrating it into their marketing activities and a corporation's environmental reputation tends to affect consumers' corporate image and their purchasing behavior, but environmental activist groups accuse those corporations of practicing "green-wash".

This paper will examine the way of constructing global warming issue in Japanese media by analyzing verbal and visual aspects in news reports and advertisements and discuss how they utilize the issue for the political and commercial purposes.

Evaluating the News Coverage of Dioxin-related Risks in Taiwan: Quality and Barriers

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THE 21ST CENTURY has enabled the public over the world to be more conscious of its vulnerability to environmental and health risks. Taiwan is not an exception. Starting in 2005, several incidents involving soil, river, livestock, poultry, and fish being polluted by dioxin-like compounds have brought in anxiety and uncertainty about the safety of drinking water and meat (both domestic and imported). In this regard, the news media play an increasingly crucial role in translating scientific information to the public in order to communicate environmental and health risks effectively. Nevertheless, while the government agencies and scientists have criticized the dioxin coverage as being frequently inaccurate and sensational, the lay public is still left with puzzles as to how useful the information provided by the news coverage can help deal with the complexity of environmental and foodborne risks in daily life. With this in mind, the present study aims at examining the quality of the dioxin-related coverage in Taiwan. The study is also interested in uncovering the mechanisms and barriers involved in journalists' reporting processes which may contribute to the news representation of dioxin-related issues or events.

To address these concerns, the study employs two methods: (1) a content analysis of Taiwanese mainstream news coverage of the dioxin-related events, including four newspapers and two electronic media, from January, 2005 to June, 2007; and (2) in-depth personal interviews with three journalists who have deeply involved in covering the dioxin-related issues in the past three years. A total of 434 dioxin stories were sampled around 7 events. In addition to news type, page, topic, and quoted source(s), the quality of a dioxin story is evaluated along the dimensions of strengths and weaknesses, respectively. A sample of 44 randomly selected stories were first pretested by two coders with the overall reliability being .95. The in-depth interviews were conducted in

December, 2007, focusing mainly on the journalists' perception of public need for risk information, their perceived relationships with various stakeholders of the dioxin events, and problems involved in their communication of the risk information with the government agencies and the public.

Highlights of the results: While 96-99% of the dioxin stories did not suffer from the problems of inaccuracy, sensational descriptions, and unproven inferences, as high as 87-99% of them failed to address the features of the hazards, relative risk, macro-level of risk-related issues, and relevant policies and laws, either. The major problem of the dioxin reporting has to do with the hard-to-decipher languages used in the stories (26%). Among the diversity of explanations provided by the journalists during the interviews, what deserves our attention is a consensus that issues related to toxic chemicals such as dioxin pollution, should be reported with a broader perspective rather than being singled out by event. We hope that results of the study can shed new lights on the global and indigenous understanding of environmental and health risk communication, both academically and practically.

Environmental risks, mass communications and ecological civilization

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THIS PAPER OFFERS a study of functioning mass communications as educators, organizers and facilitators for adjustment of multiple interests over time in a 'sandwich age'. The environmental risks from the past and future affect the present time strongly, like two slices of bread enfolding 'today'. Different from traditional theoretical and empirical media studies, this study suggests a more practical approach to mass media in adopting more interactive two-way communication to construct stakeholder participation and a vibrant public sphere to deal with environmental risks. It argues that environmental risks have redivided interest groups in current society and the ecological civilization is the settlement in constructing a harmonious sustainable co-development in society. The paper also views ecological civilization as a process of adjustment of multiple interests, therefore no subversive reforming should be absorbed by media operations and social systems.

Do Environmental Attitudes Influence College Students' Induced Guilt Feelings after Exposure to Green Advertising?

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ENVIRONMENTAL ATTITUDES FOCUS on the consumers' favorable or unfavorable feelings or judgments with regard to an environmental issue (Hines, Hungerford & Tomera, 1986). According to Dunlap, Van Liere, Merting and Jones (2000) environmental attitude has often been conceptualized as having a set of environmental beliefs constituting a paradigm or worldview (Dunlap et al., 2000). Spash (1997) concurred with the notion that environmental attitudes are closely related to beliefs about the environment. Hence, it is very important to understand consumers' environmental attitudes to better explain their green behaviors

In addition, Kaiser et al. (1999) found empirical support to suggest that environmental attitude was a strong predictor of environmental behavior and/or intention when there were three requirements met: a unified concept of attitude, measurement correspondence between attitude and behavior on a general level, and consideration of behavior constraints beyond people's control.

Kotchen et al. (2000) argued that when consumers perceived a favorable outcome in the future behavior, they had stronger behavioral intentions and the probability of their particular behavior increased.

Environmental organizations have often used advertising campaigns to change people's green behavior. One of the most commonly-used advertising strategies is to use guilt appeal to raise people's awareness and consciousness about environment-related issues. Guilt appeals have been found to become more and more accepted as a persuasive technique (Burnett & Lundsford, 1994). Guilt appeals also focus on the aspect of consumer behavior that addresses a past or future violation of a norm or as failing to care for other people (Huhmann & Brotherton, 1997). Burnett and Lundsford (1994), Huhmann and Brotherton (1997) have speculated whether negative emotional advertising appeals (such as guilt appeals) may influence consumers' attitudes and purchase intentions or purchase itself. As a result, it is important to examine if environmental attitudes influence people's guilt-induced feelings after exposure to guilt green advertising.

This study used a post-test only between subject experimental design to examine if college students' environmental attitudes (measured by 15 five-point Likert statements) (Kotchen et al., 2000). The NEP scale is a single environmental component that measures consumers' beliefs about the environment (Stern et al., 1993). A total of 140 college students from a large southwestern state university in the United States were recruited to take part in this study. The selection of college students to participate in this study was based on the following reasons. College students have been used in numerous studies because they are readily available (Frey et al., 2000). According to Goodwin and Etgar (1980), any student sample was entirely acceptable and consistent with improved external validity if the product classes advertised in the ad were salient to them. Empirical data collected through the experiment will be analyzed using the LISREL technique to examine whether each environmental attitude leads to different guilt-induced feelings among participants.

Designer Babies and Healthy Children. Reproductive Genetics in the Mediated Public Sphere

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THE AIM OF this paper is to analyze how science with focus on the biomedical technology pre-implantation genetic diagnosis (PGD) is communicated in the mediated public sphere and framed in the daily press, and how this can be understood in terms of deliberation and public understanding of science. Do the media function as an arena for public deliberation and what are the role of the experts? Deliberation is here seen as one strategy for reaching a scientific literacy among the public.

How the impact of science on public policy is achieved, how the public understand science, and the question of how risks are defined and mediated in the interplay between science, politics and the media are seen as important questions for understanding our contemporary society.

According to Foucault we in the Western societies of today live in a 'biopolitical' age. Politics is now about 'vital processes of human existence', like e.g. health and disease, birth and death, and can also be defined as the 'politics of life' or 'risk politics' (Rose, 2001 p 1; Beck, 1992). In this biopolitical risk age science and scientific knowledge has become fundamental.

Reproduction is a precondition for life and having children seem to be one of the main life goals for many people. We also want our children to be healthy and much has been done to reduce the risks for having a baby with e.g. a genetic disorder. Ultrasound screening and tests of amniotic fluid has been used

for this purpose for several decades, giving the parents the possibility of abortion.

Today, advanced reproductive technologies can be used to e.g. screen embryos for genetic disorders and to select healthy embryos, before the actual pregnancy. This is called pre-implantation genetic diagnosis (PGD) and has been widely debated. Those using this technique have been accused of playing God and the fear is that the use of this technology risk creating a society where we only chose humans (embryos) with certain desirable qualities - hence the term 'designer babies', which has been widely used in the media discourse. Some argue that we now face a new era of eugenics as parents can chose certain genes in the reproduction process. This among other things has a rhetorical function when it comes to distinguishing the present from the past. In Sweden (especially) the history of coerced sterilization is an issue often referred to.

The results of this study indicate that in the Swedish daily press the biomedical reproductive technology PGD to a great extent is framed as a discourse of scientists and other experts and that the discourse is more about information than deliberation. The public is mainly spoken to or used as an example in the experts' arguments.

How are the documentary programs on the environment produced and interpreted in different culture? The case of Planet Earth

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THE PURPOSE OF this study is to investigate and discuss about how the documentary programs on the environment are made and interpreted in different cultures. In this study we discuss about the case of the documentary program "Planet Earth" which was co-produced and aired by BBC in UK and NHK in Japan. By using the multiple methods of interviews with the producers both BBC and NHK, experimental studies and the group interviews with showing the programs to the audience in both UK and Japan, we analyze the result and discuss about how the same topic and the same documentary program is encoded and decoded in different cultural contexts. In this paper, we are going to present the result of the experimental survey conducted to Japanese audience as a part of the whole study.

A Longitudinal Study of Agenda Setting on Environmental Pollution

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ENVIRONMENTAL ISSUES SUCH as water pollution, air pollution and waste disposal are a concern not only to members of the public, but also the media and the policy makers. The degree of concern might be different among the ordinary citizens, media fraternity and the policy makers, but the question of whether such concern reflects the real-world conditions remains the center of attraction in the agenda setting hypothesis literature. Whatever issue that happens, members of the public and the media, especially reporters and editors will decide whether the issue is important or

not. The study investigated the agenda-setting hypothesis for the issue of environmental pollution by examining public agenda, media agenda and the real-world conditions. By examining these environmental issues, the study sought to achieve the following objectives: (1) To determine the media agenda by analyzing the contents of the environmental stories that appeared in the New Straits Times for the last five years (2) To infer the public agenda by examining the survey responses of those who will mention environmental issues as the most important issue facing the nation today. (3) To examine real-world conditions (Air quality, water quality and waste disposal) in Malaysia. (4) To determine the relationship between public agenda and media agenda with real-world conditions. (5) To establish the relationship between public agenda and media agenda. Content analysis of the New Straits Times for the environmental issues from 2002 to 2006, inclusive was conducted to determine the media agenda. All stories on environmental issues for the study period were identified and categorized into: air pollution, water pollution and waste disposal. The public agenda was determined by a survey, which asked a random sample of respondents to name the most important problem facing Malaysia today. Secondary data, especially from the Department of Statistics Malaysia publications were used to determine real-world conditions on environmental issues. The relationship between media agenda and public agenda with real-world conditions was determined by correlation analysis between public agenda and media agenda with real-world conditions and media agenda and public agenda. The study found that the agenda setting hypothesis was supported for the issue of environmental pollution. However, the real-world conditions and public agenda were not related. The increase in pollution levels did not translate into increase of public concern of environmental issues. But there was correlation between media agenda and real-world conditions, which means increased pollution levels translated into increased coverage of environmental issues and vice-versa.

From Best Practices to Consensual Best Practices: An integrative framework for Risk and Crisis Communication

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ONE OF THE main goals of "Risk and crisis communication" is to indicate the best practices, in order to upgrade the way the authorities and the stakeholders deal with risk and crisis issues and turn their performance into more systematic, methodical, empirical, "scientific", transparent, and effective. While the emphasis in the existing literature has been put on the "best practices" for the public as an audience of risk and crisis messages (Covello, 2003; Fischhoff et al, 2003; Gilk, 2007; Green, 2000; Lundgren and McMakin, 2004; Mitroff, 2005; Seeger, 2006; Wray et al, 2004), the suggested paper highlights the problematization of its implementation in real-time situations, during which the different actors involved in managing and amplifying the crisis (i.e. crisis administrators, the media, PR practitioners, spokespersons, psychologists and experts) need to act in concert. Each of the latter actors embodies distinct (to conflicting) role perceptions and singular agendas and priorities, a fact which may even aggravate under time pressures, the brisk unfolding of events, the partial information available and different intra-organizational processes that take place prior to the communication with the public. This lacuna in scholarly attention poses a threat to the ambitious objective of suggesting one unified best practices framework for these different parties.

Based on Meta analysis of literature, the paper, which is a part of the EU's FP7 security ongoing collaborative project (CrisCom-Score) suggests a multi-directional, integrated model of the best practices which were detailed by different scholars and institu-

tions. The paper maps the potential conformities and disconformities between the actors managing the crisis. While the areas of agreement are brought together into a "cook-book" for consensual best practices, the disagreed areas are manifested as requiring a bridging deliberation, including a suggested agenda for these deliberations.

Environmental activism and science communication

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FROM THE VERY beginning, the emergence and development of the environmental movement have significantly relied upon different media technologies to construct and communicate environmental messages. Environmental debate is increasingly becoming a battle for public opinion and the scientific knowledge is increasingly becoming to be used as a weapon in this battle. As it is widely acknowledged, the scientific credibility is an important factor in NGOs' legitimacy. The paper is focused on the role of science communication in environmental activism.

Ethnographic work is in progress and the paper intends to illustrate how the scientific knowledge is being situated in this regard. As known, attracting considerable media attention alone is not the only task for social movement organisations. The real challenge is whose framing of the scientific facts gains more credibility. The reliance of environmental NGOs on scientific expertise is increasing, but, in the words of Yearley, the "job of putting science to work" remains a complicated issue in this case. Drawing on ethnographic investigation and interviews with NGOs' officers, the paper will provide an analysis of the use of scientific claims in the NGO campaigning through a detailed account of their everyday practices in the context of social and other implications.

Effects of Persuasive Messages on Preventing Global Warming: An application of Extended Parallel Process Model

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THIS STUDY AIMS to examine the effects of different persuasive messages on global warming prevention, which is based on the EPPM (Extended Parallel Process Model). According to Witte's (1992) EPPM, given a fear appeal message, individuals are said to process cognitive evaluations in two ways: evaluations of the level of threat and that of efficacy about desired action suggested in the message. Exposed to the message with fear appeal, individuals evaluate how severe the threat is and how much vulnerable they are to the threat. If people perceive the severity and susceptibility of the threat irrelative and trivial to themselves, they ignore the messages and then stop the cognitive evaluation process. On the contrary, if people perceive high levels of severity and susceptibility of the threat, then they are motivated to take an action. Perceived efficacy about the desired action suggested in the message is supposed to play a moderating role in one's reaction to the message. If people believe that given advice is helpful to avoid the threat (i.e., high response efficacy) and that they can perform the advised actions (i.e., high self-efficacy), they are motivated to control the threat, which is called danger control process. On the other hand, if people doubt their own ability to perform the advised actions and question the reliability of the advice, they start to process a fear control mechanism like defensive avoidance of the message. Based upon EPPM, this study conducted an experiment with 2 (level of threat appeal: high and low)

x 2 (level of efficacy: high and low) factorial design. 159 undergraduate students participated in the study. The results showed that messages with high-threat/high-efficacy and low-threat/high-efficacy have more effects on forming preventive attitudes against global warming than those with high-threat/low-efficacy and low-threat/low-efficacy. This result implies that level of efficacy about the advised actions embedded in the message plays an important role in persuading individuals for prevention of global warming.

Effects of message types on attitudes of prevention of global warming

From Political Risk to Grass-roots Enlightenment: Fostering Citizen Consciousness through Environmental Reporting in China

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WHAT ROLE SHOULD the media play in encouraging the process of grass-roots enlightenment? In China, compared with sensitive issues such as human rights, corruption, religion, and education, coverage of environmental issues may provide a means to undertake media's mission of encouraging grass-roots enlightenment while minimizing political risk. Besides, the low priority given environmental concerns in China historically has created a situation where the consequences of environmental damage are significant, widespread, and continuing. The Chinese government, in the face of global pressures and its desire to more fully integrate with the global community, can not help but to acknowledge environmental problems and seek to rectify them. And with many environmental concerns, this requires citizen involvement as much as governmental action. This would seem to create the potential for allowing, or even encouraging, freer media coverage and discourse on environmental issues.

With their coverage of environmental issues, the media is capable of cultivating, and supporting, grass-roots movements that encourage public participation in environment projects or issues. They can foster a dialogue between the public and the government; thus, not only is there a particular opportunity for the media to enlarge its own discourse space, but to also promote public awareness and participation in grass-roots movements more generally.

The study is grounded on an analysis of environmental news reports produced by News Probe and Topic in Focus, the two most influential in-depth investigative programs at CCTV. Drawing a longitudinal sample of 147 programs regarding environmental issues, the study found that programs were either statically presenting the damage caused by environmental destruction, or focused on exposing the commercial corruption leading to the damage. In fact, not one program in this sample positively fostered development of public awareness, or recognized that environmental issues could be most effectively resolved through public participation. The programs did not promote debate or citizen action, much less civic reform in China.

As a result, this paper argues that environmental reporting should take that next step in promoting environmental consciousness and action. The paper considers four reporting approaches and narrative strategies for reporting environmental issues which could foster of grass-roots enlightenment while minimizing political risk. First, news reports could expand the range of sources used. Publicizing NGO efforts and the voices of officials and scholars who have been actively involved in environmental efforts can provide a basis for recognizing and fostering citizen consciousness and participation. Secondly, media should expand the current scope of coverage, going beyond the reporting of crises and disasters. Media should take advantage of a new (as of January 2008) policy concerning coverage of governmental affairs to

expand its coverage, both in amount and in the range of topics. Third, news media should expand the range of narrative strategies used; through the use of individual narratives, rather than the grand narratives, and by framing reports in terms of the improving personal as well as public security, health, and lifestyle. Finally, news reports could emphasize citizen awareness, action, and actively promote reform actions, further promoting profoundly the creation of civil society in China.

Between profound aversion and explicit consent: the roles of stakeholders and dominant media in the public discourse on genetically modified plants in Switzerland

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PAPER SUBMITTED TO the Environment, Science and Risk Communication Working Group Like in other European countries, the acceptance of Green Biotechnology has decreased in the past few years in Switzerland. In 2005, the Swiss population expressed its skepticism towards the application of biotechnology in the agriculture and food section very clearly by voting for a five year moratorium on the commercial use of genetically modified plants (GMP). Nevertheless, the biotechnology industry and scientists are keen to push forward the research as well as the commercialization of GMP, striving for scientific merit and hoping for the 'big money'.

Taking this situation as a starting point, the applicants of this contribution focus their attention on the relevant stakeholders in the political arena and in the Media. Based on an ongoing empirical research project on Green Biotechnology in Switzerland, the applicants have scrutinized the most important actors (political, administrative, scientific, ethical, economic, professional, civic, etc.) in the political and public discourse of Green Biotechnology. Special interest is paid to their intertwining networks and their sets of argument which they successfully bring into the public debate - most often through effective PR and access to the dominant mainstream media. Analysis of the internet sites of the relevant stakeholders and their communication strategies gives a broad picture about the ongoing power game: who promotes which arguments in which arenas and who shares mutual interests with whom and against whom. It is of special interest how the different stakeholders can affect the media coverage and how they can promote their goals and attitudes to a larger segment of society. This leads to the second focus of the project, the mainstream media. Taken into account that media can be seen as the main source of information for politicians, lobbyists, spin-doctors, science experts as well as the lay public powerful stakeholders will do anything and everything to get access to the media.

From an analytical as well as democratic point of view, it is, therefore, of great interest to figure out who has the power and the resources to place their arguments in the media. The applicants were especially careful to look at the actors in the media coverage and to look at their arguments and frames. On the other hand, it also has to be taken into account to what extent the daily routine and constraints of media organizations are interfering with the propaganda strategies of the organized interests. We will show, which "logic" - the logic of the Politicians, the media or those of the civil society - gets implemented in the different public arenas. However, our main goal is to connect the results from the stakeholder analysis with the findings of the media analysis.

Since Green Biotechnology is not only a Swiss issue and since lots of the powerful stakeholders act on a global scale (e.g. Nestlé, Novartis, Monsanto etc.) we have analyzed both, the local as well as the global communication networks and discourse. It is also of

special interest, whether the members of the civil society are powerful enough to bridge the gap between different languages, borders, regions, values and political systems.

Global Environmental News Coverage and Local Influences

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THE COMMUNICATION REVOLUTION allows cross border environmental messages to reach every corner of the globe. These messages enable the development of common global environmental culture and identity which in return create the emotion of individual of belonging to the same society.

The media has a unique role in the process of social consciousness and participation since they create what Lippman defines as 'the pictures in our head' (1922). Moreover, the more an event is remote from the immediate environment, the more the individual depends on mass media for that information (Davidson, 1974; Kegley and Wittkopf, 1991; Mannheim, 1986; Zucker, 1978; Zue et al., 1993).

These arguments are especially important when we deal with environmental issues. Understanding of environmental problems is based on technological and scientific knowledge. Such a complex subject requires a long process of research, explanation and education. Moreover, usually these problems are remote from the direct reach of the individual. Therefore, most environmental issues require media intervention to create the pictures in individuals' heads.

This paper argues that global media act as bridge for environmental social consciousness and participation in a three step process: An increase in the homogenization of cross-border messages contributes to the homogenization of principles, norms, rules and decision-making procedures which in turn plays a part in the greater belonging to the global society, and more mutual understanding that environmental problem connect all citizens of the world. The outcome of this process is the formation of local, national and international environmental organizations and groups that deal with and have an influence on environmental politics.

By presenting qualitative and quantitative comparative research of 911 articles from the New York Times (USA), the Times of London (Britain), Yediot Ahronot and Ma'ariv (Israel) during the two first environmental UN Conferences (the Stockholm Conference on the Human Environment of 1972 and the 1992 Conference on Environment and Development in Rio de Janeiro), this paper examines the flow and influence of global environmental messages in international newspapers. Referring to the development of environmental legislation and citizens' participation in environmental NGOs, this paper suggests that global environmental ideas influence the way the Israeli political system and citizens refer to environmental issues.

The importance of the Israeli case study is driven from the fact that during the twentieth century, the Zionist movement and the state it established dominated the activities that most influence landscape, natural resources, human health, and the many creatures of the land (Alon, 2002). While the idea of 'conservation' was always of major importance in the Israeli culture, the idea of 'environmentalism' stands almost in contrast to the idea of 'swift development' that accompanies the Zionist thought. In that sense environmentalism was always secondary to building of new towns, paving of roads and any military necessities.

Therefore, any development of environmental consciousness in the Israeli public sphere cannot be regarded as an internal influence, but as the outcome of global messages that penetrate the Israeli political and cultural systems and influence even these cornerstones of Zionism.

Climate Change – a global topic or a topic of global divide in the public sphere?

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IN THIS PAPER various facets of climate change as a 'global topic' are discussed.

Climate change has become a core field of research in natural sciences all over the world, specially since the 1960'ies. Media attention as well as political attention has increasingly focused on climate change since the 1980'ies, at least in European countries. This can be proven by several empirical studies referring to Northwest-European countries (see Carvalho 2007; Olausson 2006; Weingart et al. 2000). In 2007, with the UN-reports authorized by the experts of the IPCC (Intergovernmental Panel on Climate Change), another increase of media coverage on climate change in European media took place. At least some empirical case studies, recently drawn by the author but not yet published, support this assumption of increasing coverage on climate change after the IPCC-reports in 2007. Overall we may assume that climate change is becoming one of the super-issues in media coverage in Western countries, i.e. in Northwest-European countries and the USA. This is indicated by the increasing amount of journalistic coverage as well as by campaigns (see the former US-Vice-president Al Gore and his film "An inconvenient truth") and last not least by rather emotionalized and generalized patterns of journalistic coverage, which resemble the characteristics of 'grand narratives'.

But can these assumptions be drawn on other countries too? How far has climate change become a worldwide topic? In which countries an increase of media attention on climate change has definitely taken place? And what would be the similarities and differences in the coverage on climate change between differing countries, regions and continents?

In this paper it is argued, that we can expect several levels of global divides on this topic. Public attention is not simply drawn by scientific facts and findings, but more by the logic of journalistic coverage which tends to follow cultural frames. Thus climate change is expected to be a top-issue only in the Western countries. Firstly this is indicated by the varying amount of coverage between Western and non-Western countries. Furthermore it is expected that coverage on climate change is following certain cultural traditions as well as the political and economical interests of stakeholders and audiences, indicated by varying media-frames between Western- und non-Western countries. Finally an explanation for differences in the coverage on climate change may derive from macrostructural variables like the degree of industrialization as well as the degree of media freedom.

The Challenges of Public Communication Campaigns in Developing Environment Policy Awareness in Africa

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THE STUDY WAS designed to assess the major challenges of designing and delivering effective public communications campaigns for the national wetlands conservation and management policy awareness in Uganda. The research raised related questions on the key argument that the challenges of designing and delivering effective public campaigns for policy awareness in Uganda are significantly influenced by the socio-economic status of the intended audiences. The main research questions centre on: the types of communications media used in the campaigns, the extent of audience exposures to the intended campaign messages, and to what extent the campaign messages attract the

attention of the audiences. The study investigated the audiences' comprehension of the intended campaign messages communicated to them, whether they were convinced by the messages, their views about the message quality and the choice of formats used. The extent of the media influence in increasing their awareness, knowledge, and behaviour change were studied. The study examined the attitudes and opinions of the audiences about the campaigns strategies as well as their preferred media formats for public awareness campaigns. The study was conducted using survey methods which involved structured interviews and the administration of the questionnaires. The study located four sites from: Kyambogo, Banda, Ntinda and Kireka parishes located in Kampala and Wakiso districts. During the survey, 400 respondents from each of the four selected parishes were interviewed in the study. This figure doubled for Banda in proportion to the area population. It involved respondents of different sexes, occupations, education, and income levels. Structured questionnaires (interview schedule) were used to ensure the collection of complete, valid and reliable data so as to minimize non-responses. The researcher followed the following data analysis steps: received the raw data sources from the field, created data base from the raw sources, edited the database, corrected and clarified the raw data sources, finalized database and created data files from databases. Data were analyzed using SPSS package. Key results are presented with the help of tables, graphs and pie charts. The study reveals that the mass media especially the electronic media were used to raise awareness but the strategy did not employ interpersonal communication approach. The campaigns did not exploit the popular media and other forms of interactions according to the audiences interviewed. The study found almost no gender gap in information uptake during public awareness campaigns. The study found that the socio-economic backgrounds of the audiences were identical in their access to public information and the types of media used in the campaigns. The study revealed that the campaigners themselves were not well versed with some key policy issues which they were trying to advance in the campaigns. It concludes that awareness was generally high and it increases with the socio-economic status of the audience

The Fuel of the Future? An Analysis of the Polarised Mass Media Discourse on Ethanol in Sweden

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FROM THE 19TH century to Rachel Carson in the 1960s and the debate on sustainability in the 1990s, the mass media, environmentalists, governments, and various power groups have interacted to affect social change. Mass media and opinion formation play a crucial role in today's politics and marketing, and the energy field constitutes no exception. Mediated representations influence citizen's opinions and attitudes, especially concerning abstract phenomena and in areas where people have little personal experience. Climate change and radiation are two such examples. The supply and use of energy is fundamental in any society and affects the level of welfare among its members. Therefore, as history also reveals in the case of ethanol, its use is often subject to controversy.

The establishment and work of the organisation Biofuel Region is a recent illustration. In the northern part of Sweden, with widespread areas of forest, a broad variety of actors from auto and forest industries, universities, governmental agencies, to municipalities and county councils, are cooperating within this organisation in order to reach a visionary goal, namely to become world-leading in the area of cellulose-based biofuels. In other words, the actors share a future hope to produce ethanol in large scale, gen-

erated from the forest, to replace fossil fuels in the transport sector and at the same time decrease CO₂-omissions and the dependency on oil.

Different stakeholders try to give voice to their perspectives in the public sphere. Any large-scale introduction of a new energy source is hard to imagine, as well as understand, without media input. In the case of ethanol, the change is partly undertaken by private consumers, motorists, who might only have access to information from the mass media in their decision-making process.

In this paper the contemporary mass media discourse on ethanol in Sweden is the main focus. The aim is to elaborate and discuss findings from the discourse analytical work and especially to highlight the global dimensions in local media debates. The overall purpose in the research is to critically review how ethanol as an energy source is mediated, primarily in the Swedish press. The ambition is to compare this with how ethanol has been understood, promoted and resisted earlier in history (findings from other parts of the research programme). The study is divided into two parts, one that focuses on the debate and news coverage on the national arena, and one that looks at the differences, as well as the interface, between local/regional and national media concerning mediated representations of ethanol/biofuel (the BioFuel Region case). The theoretical perspective in this project is discourse analytical, drawing on Michel Foucault's theory of what constitutes and regulates discourses. Power dimensions and genealogical aspects of, for example, the "alternative" theme, are significant to discuss.

Regulating Chemical Risk in Sweden and Poland: Journalists' narratives and media texts

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THE EU AND its member states have recently implemented a highly controversial directive called REACH, which has the aim of strengthening knowledge and control of the total use of chemicals in society. The spread of chemicals in industries and other sectors of society, and their cumulative effects on the environment and humans, are to a large extent unknown for us, as well as being essentially uncontrolled. Furthermore, countries such as Sweden and Poland have rather different possibilities and conditions to regulate chemicals, even if both are part of the EU.

Risk assessment, the politics of expertise and media framing all influence the making of national policy on chemicals, and are studied simultaneously in this project. For example, preliminary findings (Hermansson & Reuter, in press) indicate that the Swedish press frame the new EU-directive largely in terms of environmental and health aspects, whereas the Polish equivalent has a much stronger focus on employment and economic effects of the new stricter legislation. With a comparative approach we learn about the specific, as well as the commonalities, between these two media landscapes and countries in the Baltic Sea region. One challenge is to understand how the implementation of REACH and other examples of chemical topics, such as Brominated flame retardants, is framed by the interplay between science, politics and the mass media.

The purpose of this paper is to present and discuss results from a study of the mass media institution in Sweden and Poland. How are chemicals framed in the press in these two nations? We have conducted interviews with journalists representing local press, tabloids and national newspapers in order to grasp the professionals' own narratives about chemicals and also the range of diversity within journalism. How do different journalists frame and make sense of the various types of chemical risks that are embedded in

our post-industrial societies? What obstacles do they meet in their work? Are chemicals at all relevant issues or a subject for journalists' reporting, and which types of risks and topics with connection to chemicals do they place high on the news agenda? What kind of sources do they use in their text production and how common are, for example, interviews with politicians and experts?

The framing of chemicals in the press is also studied through text analysis, using content analysis as a method to map a larger number of news items, feature articles, etc. First, it is important to establish what kind of mediated stories about chemicals that are represented in the news flow. What at first can appear as a marginalised topic, chemicals, partly because it isn't an established journalistic genre/type, has turned out to have many faces. All news treating additives in food production and every report relating to medicines, such as the growing resistance towards antibiotics among the population, is part of the discourse, not to mention accidental releases of hazardous substances, etc. Secondly, it is a central part of the study to understand how these dominant themes are constructed. The news and media debate about chemicals are not only a central information source for the majority of citizens; the mass media also influence stakeholders, opinion-leaders and decision-makers in society. The analysis of both the media texts and the journalist's narratives is developed in more depth inspired by discourse theories and narrative analysis.

Mediating Technology & Security

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IN OCTOBER AND November 2007 the British Government was thrown into turmoil over the loss two compact discs containing the private data (including bank details and National Insurance information) of over 25 million people. The news media focus on this lost data, as well as other similar incidents, stressed the vulnerability of personal data held electronically by government agencies. The discourse running through much of the reporting of these high profile cases is that a greater dependence on technology, particularly by outside agencies, increases the risk to our personal security either in the form of identity theft or fraud. Indeed, the furor around this issue seems to have added to already existing anxieties about biometric identity cards. Yet the news media's general acceptance of technological intervention for the sake of 'security' against, for example a terrorist attack, highlights the way in which the media can also frame technology in terms of its protective capacities. Here then we have two opposing discursive constructions of technology that resonate with the language of security and risk. Debates about risk society are now well established within academic discourse (Beck, 1999; Furedi, 1997, 2005). In particular, work focusing on the media's construction of risk and fear has shed new and interesting light on how conceptions of fear and risk enter the everyday lived experiences of individuals (Altheide, 2002). However, the analogous concept of security seems to have escaped the attention of media scholars, particularly in relation to questions about how discourses of security enter the public sphere and how this might relate to debates about social liberty and personal autonomy. Indeed the value of liberty itself has arguably been impacted upon by the prioritization of security as a social good. This paper will explore media constructions of security with a particular focus on representations of the supposed tensions between security and liberty using the two frames of technology as 'protector' and 'threat' informing the analysis. The paper therefore focuses on the dominant discourses of risk and security running through the media's coverage of technology and explores the way in which the news media negotiate the tensions that exist between the two frames and the way in which the notion of liberty is represented within these contexts. This paper will also highlight the range of theoretical and method-

ological approaches to media representations of technology and technological development in capitalist societies within the context of discursive constructions of security and risk.

Health news in Spanish TV: Patients and Doctors' Stories

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TELEVISION IS THE second largest source of health information for the Spaniards, after health professionals (Eurobarometer, 2003), hence the interest in knowing how main News Programmes in Spain present these stories. This paper will present the results of the annual survey of content of these programs, carried out between April 2007 and March 2008.

According to the preliminary results, in terms of broadcasting time, it is a secondary issue, far behind political information, events and sports.

Patients and doctors and researchers in the public sector are the main protagonists of these stories (private medicine and pharmaceutical laboratories occupy a position badly lagging, while alternative medicines practically don't appear). It should be clarified that while the figure of the doctor continues to gather considerable respect, the news tend to take sides with the patient when there is a medical error.

Among the sub-themes, the most attended are the new pathologies (syndromes of all kinds, many of them psychological), the importance of which lies in its newness, along with the diseases that affect the larger collective (obesity, AIDS, cancer, allergies).

Medical advances are the other major sub-theme. In this case, television tends to emphasize the positive aspects of medicine compared to negative (medical errors, abuse pharmacology, etc.) There is one specific type of TV news health care, chosen for its visual spectacle, which combines the fait-divers (events) to medicine (multiple births, birth rare).

Concluding, health is a secondary issue in the Spanish TV news. Patients and doctors are the main protagonists of these stories, taking place mainly in the public health system, and placing the new, the dramatic and the spectacular over the prevention of diseases and over the minority diseases and other minority actors in the field of health.

External risk around Amsterdam Airport Schiphol: science, accidents, policy and media hype

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ONE OF THE MAJOR aspects in the debate about the development of the Dutch international airport Amsterdam Airport Schiphol has been the aspect of the so-called external risk. That is the risk people living in the vicinity of the airport run to be killed on the ground by an accident with an aircraft. Not much was known about this external risk of airports when a group of public-private actors in 1989 asked the British Technica Consulting Scientists and Engineers in London to make some provisional calculations about the possible risks around Schiphol Airport. A public debate about this issue develops when in 1992 an El Al freight-Boeing crashes in one of the suburbs of Amsterdam. All kinds of new actors join the initial leading actors (scientists, industrialists and politicians) in the debate about external risk. The societal debate leads in 1995 to safety zones for individual risk around the airport, several media hypes, a parliamentary inquiry into the acci-

dent of 1992 and an evaluation of the implemented risk policies in 2005. The Netherlands is the only country in the world where external risk around a major international airport has been discussed so extensively and where external risk policy has been implemented in this way.

The central question of this research is how the views about external risk of people living in the vicinity of Amsterdam Airport Schiphol have changed in the Dutch society between 1989 and 2007 and what role scientific and technical research has played in the coming about of these views. The development of this 'narrative' about external risk around Amsterdam Airport Schiphol in the Netherlands and what should be done about it, has been studied from an actor-network perspective (Latour 1987; 2005). In the case study questions are raised about what kind of groups and coalitions are formed around the issue of external risk, which actors act on what moment and with what effect, what is the role of objects like aircraft and houses in the discussion and which data and models about external risk make it to become recognized as the facts about external risk and which data do not make it? The evolving narrative has been reconstructed from textual analysis of political texts, media texts, scientific texts and texts from all kinds of interest groups like commercial actors from the aviation industry and social movements who were organised around this issue in the Netherlands. At the conference the first results of the analysis will be presented.

Role and uses of environment at Spanish advertising and public relations

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CLIMATE CHANGE, SUSTAINABILITY and global warming have become common concepts at the contemporary agendas. Their presence at every day life discourses increase, as diverse world public opinion indicators show. At the same time, their space at both mainstream and alternative media also contributes to place this debate as one of the main issues in the global arena.

The process of achieving a higher visibility began in the news after some politic milestones, as the Global Conference about Climate Change of Rio (Brazil) or the Protocol of Kyoto (Japan) and it is helpfully watched by diverse institutions and individual. Some social movements and institutions started to highlight some dangerous behaviour and some threatening evidences for the countries at the top of the economic development and the social welfare.

We can conclude that this growing presence of environmental issues at social and media discourses have been well characterized by previous and current research about news production. But on the other hand, the quantity and the quality of the attention paid to the advertising and public relations have been remarkably lower. Some theoretical and ethical problems about the role played by persuasion and the confusing nature of the objectives of some powerful advertisers have put the brakes on this kind of research. But we cannot help noticing that there is a huge increment of production on the social advertising field. Public administrations, social movements and private companies have understood, in different ways and with different goals, that these messages must play a role in the fight against the environmental risks.

In this paper, most of the main results of a large research are synthesized. Our research team analyzed advertisements from more than twenty Spanish media (newspapers, magazines, TV channels and radio stations) during two full years (2006-2007), completing a highly representative sample of analysis. Funded by the Spanish Ministry of Environment, this research project tried to highlight the shift of attitudes at the advertising sphere towards environment. The presence of new advertisers in the field and the change of some aesthetic and thematic trends are undeniable.

This research completes a detailed and updated overview to the Spanish contemporary state of the art in this field of professional practices. Some interesting lines of research are open right now, such as the comparison with other countries or the chance to look back to some years ago, trying to find the evolution of this kind of messages. This evolution is evident on the quantity, but a deeper work should be developed about both the qualitative aspects and, even more, the true effects of this communication strategies. We expect that this conference could become a good chance to establish this comparative and collaborative framework between scholars from diverse countries.

What is 'genetically modified'? The framing of the GM crops issue in the Spanish press

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THE CONCEPT OF framing when it is applied to mass media and communication research brings up the possibility to determine what content is relevant to discussion of a social concern and how the public debate is portrayed into the media. While there is some discussion about the very conceptualisation of Framing Theory, its application to news media investigation has interestingly followed many different paths, to the point that nowadays, its discussion and further application is a source of research enrichment. The present research takes the working definition of frames as "organising principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world" (Reese, 2003). Specifically looking into the framing of environmental issues in the media, -which are intrinsically embedded in complexity and related to unobtrusive events-, framing theory enables finding implied assumptions about nature, sustainability, development and risks that belong to different worldviews. Indeed, assumptions about the relationship between nature and society are at the core of paradigms of thought as explained by Dunlap and Catton (1980), who identify three fundamental views in the debate of nature and sustainability: the paradigm of productivity, the paradigm of human exceptionalism and the new ecological paradigm. This theoretical background is particularly useful to understand the implications of media discourses around genetically modified organisms, an issue which has been reported under an appearance of neutrality and objectivity in the Spanish media during 2005 - newspapers have hardly expressed any editorial on the issue and have mostly published informative news about the public policies on GM crops-.

Taking into account that objectivity and neutrality are a methodological aim rather than a journalistic professional practice, and that news production is a discursive process of strategic actors utilizing symbolic resources to participate in collective sense-making about public policy issues, this research intends to explore the framing of the GM issue in the Spanish press in terms of its fundamental assumptions and worldviews. Aiming at describing the dominant assumptions underlying media discourse around this issue, the analysis will describe their framing by pointing at a) the leading topic of the news; b) the roles attributed to different stakeholders; c) the definition of the conflict and its causal reasoning; and d) the proposals advanced as solutions to the conflict. This analysis will be backed up with data from prior content analysis. As a research hypothesis, it will be argued that GM issue has been hardly reported as an environmental conflict and that other aspects such as scientific progress, matters of legality or economic benefit have received larger media attention. Regarding the environmental consequences of GM crops, it is highly remarkable that, cases of GM contamination in Spain have been just mentioned and that no further exploration has been undertaken. Finally, the press coverage of the GM crops case is a clear example of

the potential and the limitations of environmental journalism in Spain.

Mekong Rapids Blasting Project: Media responses and influence to it

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THE MEKONG IS the world's second richest river basin in term of fish biodiversity, sustaining the livelihoods of 60 million people with its rich fisheries and fertile flood plains. However, ambitious development projects in the region are sometimes poorly planned. They can become major obstacles to sustainable management of the river basin and could adversely affect the socio-economic balance of the whole region and the livelihoods of its people.

The Mekong Rapids Blasting Project is part of a grand scheme, the Lancang-Mekong Navigation Channel Improvement Project, to allow large ships to navigate from China to Laos. The project has been agreed by the governments of China, Thailand, Laos and Myanmar. The first stage of the project would destroy eleven major rapids and ten scattered reefs along a 331-kilometre reach of the Mekong from the China-Myanmar border to Laos. The last blasting point is at Chiang Khong District in Thailand and Huay Sai District in Laos. This was tremendously opposed by local people and several national and international organisations including media.

The present paper examines the responses and influence of the mass media to the Mekong Rapids Blasting Project. More than 300 pieces of news were gathered from January 2002 to December 2004. Additional interviews were conducted with journalists from Thailand, China, Laos, Vietnam, Cambodia and Myanmar. The data was analysed using Media Agenda Setting Theory.

It was found that the local "voice" was raised tremendously by all parts of society, but the media played the most important role in communication of key messages. Enabled by the media, the local agenda became part of the national agenda, and has even grown to become a regional agenda. In response to this pressure, the Thai government decided to conduct an Environmental Impact Assessment and the project has been halted until now.

The frequency of reporting on this issue is significantly different in each country. Environmental journalists themselves demonstrate different levels of awareness, capacity, access to and understanding of Mekong development issues, including Mekong rapids blasting. While Thai media has paid strong attention and raised public awareness on this issue, the media in other countries has been less responsive.

Generally, the media agenda can be set by top-down or bottom-up influences. In this case, it has been more of a bottom-up process. The voice of local groups in Chiang Khong with support from the national and international NGOs, academic institutions, and importantly the senators and the media has enhanced the local agenda into the national and regional agenda.

Even though there is a lot of information available nowadays, the journalists perceive that they still lack "needed" information. Information presently available is not useful and out of date. They are struggling to find "accurate" information from "accountable and credible" sources. The language is a key barrier for accessing to information. Most of the Mekong related documents are available in English. Only a handful journalists who are sufficiently competent in English can access to it.

The Impact of Internet Usage on the Perceptions and Decision Making of Cosmetic Surgery Patients

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PURPOSE: Cosmetic surgery is becoming a widely accepted medical procedure both for men and women as an approach to maintain, restore, or enhance physical appearance. Previous studies have found the significant role the traditional media play in the way cosmetic surgery patients perceive and make decisions. However, little research efforts were devoted to identifying the same impact by the Internet. The current study attempts to explore how online communication and interaction affect cosmetic surgery patients' behavior, especially their perceived benefits and risks of the surgery and the process of their decision making. We hypothesize that a heavier Internet user would have more knowledge about cosmetic surgery, lower concerns about the safety of the surgery, and would be more willing to undergo a cosmetic surgery.

METHODS: The primary research method will be survey. Convenience and snowball sampling will be employed to select 200 respondents who have had cosmetic surgery. The survey questions fall into four categories: demographics, pattern of the Internet usage, trust of the information from the Internet, and impact of the Internet. Pattern of the Internet usage refers to frequencies and the type of information about cosmetic surgery a person seeks online. Questions of trust category measures the degree the respondent believe the information of online sources, such as websites of cosmetic surgeons, blogs, BBS discussion forums and online news. Impact of the Internet is measured by three variables: perceived knowledge of cosmetic surgery, perceived risks and benefits of cosmetic surgery, and how decision was made. Perceived knowledge is the respondent's self-assessed knowledge about the surgery, such as cost, length of the procedure, and length of recovery. Questions of perceived risks and benefits category aim to identify both positive and negative results the respondent perceives of cosmetic surgery. The last variable examines how peer, family, and the information from the mass media, including the Internet, influence the respondent's decision to have the surgery.

DATA ANALYSIS: The sampled respondents will be divided into two groups in terms of their internet usage pattern (heavy vs. light user) and trust of online information. We will adopt ANOVA to determine the two groups' mean difference in perceptions and decision making. SPSS v. 13.0 with an alpha level of 0.05 will be used for the analysis.

Media and Global Climate Change

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ROLE OF MEDIA has assumed new heights of importance in today's global village. Its traditional roles of dispatching information, education and entertainment has been strengthened and hastened with digital technology and widespread access via different media. Its ease of access, widespread availability and penetration in deep rural pockets has turned it into a powerful tool for good governance, disaster management and various nation-building activities.

Recent times have brought new focus on the media's role in national building. Media has played a vital role in creating public awareness on issues like, AIDS, human rights, democratic rights, climate change, environmental protection and alerting people

about natural disasters. It was the effort of media alert that enabled Bangladesh to save millions of life in 2007 during the cyclone SIDR. The concerns expressed by Scientists for several decades regarding climate change have only been able to create awareness after media joined their voice. Researcher acknowledge the importance of mass media in shaping people's perceptions of risks and its utilization as the prime channel through which people get information during and after disasters. It is particularly important for developing and disaster-prone developing countries. The survey results show that people do rely on local radio weathercaster and also trust their weathercaster during severe weather. Therefore, they are able to seek refuge and avoid prominent dangers posed by the environment. It has been instrumental in saving lives right after disaster by guiding people on precautionary measures in the traumatized post-disaster scenarios. It has largely been credited for bringing world attention to the plight of affected people and galvanizing relief efforts. It is also the responsibility of the media to facilitated proper management of relief so that it reaches the most affected people and ensures long-term measures for dealing with such disaster such as construction of cyclone shelter and credit facility for restoring livelihoods are well underway.

Independent journalism is the basis for credibility and public trust in media. Independence should come with transparency, responsibility and accountability and protection for victims from biased reporting. This may be achieved by introducing skill development programs for the journalists, monitoring by a cell consisting civil society and independent professional regulatory body of journalists. Lastly, the government has a key role to play in allowing media to work in a free manner while ensuring transparency.

This paper shall discuss the crucial role of media as means of communication to the masses in educating the public about global environmental risks. It shall highlight the role of informational governance, propose new policies for Government and non Government organizations, individual and collective perceptions and representations in climate change. This paper shall conclude with the observations and recommendations of different faith in regards to global environment change.

Media Discourse on 'Red Biotechnology': How the German Television Framed Science Reports

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DUE TO ITS promising value for diagnosis, prevention and therapy of human diseases, red bio-technology is regarded as a research field which could revolutionise daily medical practice. However, scientific findings give rise to a broad public debate on its benefits and risks. Since only very few people have first-hand experiences with biotechnology, the public participates in the debate mainly via mass media. This media discourse, especially television coverage, plays a crucial role in the formation of public opinion (cf. Gaskell & Bauer 2001). So far, the focus of research was mainly on press coverage on biotechnology. Thus, this paper examines how science reports on German television framed 'red biotechnology' from 1995 to 2004.

The concept of framing assumes that the media present a certain issue in different ways and cover it from different perspectives. Frames efficiently reduce the complexity of a comprehensive topic such as biotechnology, thus making it accessible to lay audiences (cf. Scheufele & Tewksbury 2007). They stress 'certain aspects of a perceived reality' while neglecting others. According to Entman (1993; 2007), media frames consist of four elements: a problem definition, a causal interpretation, a moral evaluation and a treatment recommendation. Based on this theoretical approach the paper explores the prevailing frames in Ger-

man tele-vision coverage on red biotechnology and the frame shifting from 1995 to 2004.

To answer the research questions we carried out a quantitative content analysis of television reports on red biotechnology in five German science shows from 1995 to 2004. The frame analysis was conducted for a total of 203 reports. Several variables were coded: topics, benefits and risks (problem definition), person responsible for benefits/risks (causal interpretation), evaluation (moral evaluation) as well as claims, recommended solutions, and future prospects (treatment recommendation).

A hierarchical cluster analysis identified five clusters which were interpreted as selective frames. The clusters or frames can be labelled as 'research on genetic diseases', 'fundamental research', 'individual benefits', 'ethical controversy' and 'non-frame'. As a whole, German television presents red biotechnology predominantly as a promising research area with high medical and scientific benefits for the persons concerned. Risks are discussed marginally. Social controversies on ethical concerns and claims for regulation occur only in a few reports. Considering the frame shifting from 1995 to 2004, television coverage has evidentially become more differentiated: New frames were established and existing frames shifted their focus. Since 2000, science reports distinguish more between research practices promising benefits and practices holding risks. The future of red biotechnology is cautiously assessed as positive. In summary, the German television frames correspond to the press coverage on biotechnology in other European countries (cf. Gutteling et al. 2001; Kohring & Matthes 2002).

Ethics of Society and Ethics of Communication Working Group

Ethics of Society and Ethics of Communication Working group

Beyond ethics: The democratic function of public relations

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IN POLITICAL THEORY, democracy describes a small number of related forms of government and also a political philosophy. A common feature of democracy as currently understood and practiced is competitive elections. Competitive elections are usually seen to require freedom of speech, freedom of the press, and some degree of rule of law. In some countries, democracy is based on the philosophical principle of equal rights

Majority rule is a major principle of democracy, even if many democratic systems do not adhere to this strictly: representative democracy is more common than direct democracy, and minority rights are often protected from what is sometimes called "the tyranny of the majority". Popular sovereignty is common but not universal motivating philosophy for establishing a democracy

No universally accepted definition of democracy exists, especially relating to the elements in a society which are required for it. Many people use the term "democracy" as shorthand for, which may include additional elements such as political pluralism, equality before the law, the right to petition elected officials for redress of grievances, due process, civil liberties, human rights, and elements of civil society outside the government. In some countries, such as the United States, separation of powers is often cited as a supporting attribute, but in other countries, such as the United Kingdom, the dominant philosophy is parliamentary sovereignty (though in practice judicial independence is generally maintained). In other cases, "democracy" is used to mean direct democracy

Although the term "democracy" is typically used in the context of a political state, the principles are also applicable to private organizations and other groups.

It's in this area where public relations play a crucial role. Its practitioners have to collaborate, through dialogue with the publics of their organizations. The collaboration is becoming a significant area of research in public relations. It offers a framework that will help to professionalize public relations, help organizations (including activist groups) to serve their own interests, and will help to move our democratic societies beyond the confrontation and friction, towards a culture more collaborative. Here is the essence of the democratic role of public relations, as a managerial function.

Nevertheless this democratic role goes beyond the managerial dimension of public relations. Media relations, for instance, put the exercise of public relations at the heart of the establishment of civil society in nation-building processes. This social and constructive function is based on a role in maintaining and promoting the public dialogue. Consequently, public relations, in addition to enrich it, are intrinsic with the deliberative democracy, in which the role of social movements and activism was becoming increasingly noticeable. It appears, therefore, the idea of the need for dialogue in a democratic society as a structural element of public relations understood as intellectual domain.

The main theorists of public relations are concerned about highlighting the viability of heterogeneous kinds of talks to resolve problems, necessary for the vitality of democracy, and have identified the critical public relations' role in the construction of a society rhetoric democracy: public relations can ensure equitable access and participation in the creation of the set of rules to strengthen mutual understanding in the public conversation. In essence, public relations should act as arbitrators of the talks aimed at resolving disputes so necessary for the prosperity of a democratic society.

Then, what about the broad vision of Habermas according to which the public relations represents the illegal manipulation of public opinion? Even where public relations are used to misinform, as happened in the Gulf War and after the 9/11 attacks, its goal is mitigation. The ethics of using public relations in a particular context can not be separated from the ethics of the cause they serve.

From corporate communications about sustainability to corporate communications for sustainability: Looking at an evolving field of public relations practice from an ethics perspective

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WITH SOCIETAL PRESSURE on the corporate world rising, companies place more emphasis on corporate sustainability and corporate social responsibility (CSR) in order to keep their "licence to operate". They have initiated programmes of corporate governance, environmental management, corporate citizenship, sustainability reporting and the like, which, in order to have a lasting impact both internally and externally, need the support of various organizational systems and, in particular, the support of communications. Consequently, public relations and corporate communications on CSR and sustainability issues, short corporate sustainability communications (CSC), is becoming an evolving field of public relations practice, as research on CSR and non-financial reporting has indicated.

The aim of the paper is to look at corporate sustainability communications from an ethics perspective. We claim that CSC has the potential to go beyond merely marketing-oriented "communications about sustainability issues" which has led to accusations of "corporate greenwash". Instead, CSC could expand to – what may be termed – "communication for (sustainable) development". Here, the communicator's role is conceived in a much more active way actually contributing to a more sustainable (corporate, stakeholder and societal) behaviour rather than merely reporting about corporate policies. Such a role would definitely be a societal one. Obviously, there is a need for some normative principles (see below) throughout the communication processes. Then, at best, corporate sustainability communications itself would turn into an additional dimension of "sustainable communications".

In the first part of the paper, the authors stipulatively define corporate sustainability communications with a view to acknowledging its marketing and business functions, but also its reflective, educative, and democratic functions. CSC has the potential to place ecological and social issues higher up both on the corporate and the public agendas. Communicative attempts might contribute to more (employee and public) knowledge on sustainability issues, to attitudinal change, empowerment, and even behavioural change among certain publics. Thus, public relations practitioners get the opportunity of acting as responsible advocates and educators of sustainability messages both internally and externally, communicating in the interest of today's and future generations which, from an ethical perspective, appears to be imperative. For companies and their public relations practitioners to seriously consider such a societal approach, it seems necessary to adopt, at the minimum, some normative principles.

In the second part, the authors identify such normative principles, thereby drawing upon ongoing research in the context of a doctoral thesis at Salzburg University and expanding upon earlier papers. Among others, the authors discuss congruency between words and deeds, stakeholder integration, consensus orientation, organisational and functional integration, and symmetric communication. Additionally, CSC itself should consider the principles of sustainable development throughout the communi-

cation processes (holistic approach, gender issues, reduction of natural resources used for PR attempts etc.). Regarding stakeholder segmentation, CSC should allow for a broad spectrum of stakeholders including by far not only financially-relevant publics but also "peripheral publics". In this sense, professional corporate sustainability communications itself could be viewed as "sustainable communications".

In the last part, the authors attempt to explore if "sustainable CSC" might also be regarded as strategic, effective corporate communications on sustainability issues, adjusting the long-term interests of companies to the interests of today's and future publics in a given society.

INTERNET ACCESS FOR CHILDREN AND ETHICS

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THE INTERNET HAS turned into a Mass Communication Media easy to access to children, who consider the Net indispensable and essential for their lives, not only for being an adequate tool for their studies, but also for constituting and occupy a part of their spare time.

Obviously, the Internet is a beneficial medium if we consider it as an educational resource, which allow us to extend our knowledge and to get into information, to learn sharing experiences, to chat with people of the world, as well as learn how to use in a better form the new information and communication technologies and to improve our informative skills.

However, there are also disadvantages and dangers for minors. The access to webs, chats and forums with inappropriate and dangerous content for children like pornography, violence, xenophobia, anorexia, bulimia or even suicide, has turned into a real risk for a people whose character is in a formation phase and who are susceptible to every influence, being able to capture, to learn and to imitate all the information they receive, because they have not yet psychological maturity, knowledge, prudence and wisdom.

According to the "Annual Report of Minors Defender 2005; Children and the Internet", only one of every three minors who use frequently the Net, has as a principal aim searching information. Most of them (66%), consider the Internet as a spare time tool; a 36% connect for chatting, a 17% connect for playing and, finally, a 13% use the Internet for downloading music.

In order to know something more on this problem, it is very useful and profitable to read the book of Winn Schwartau and illustrated by D. L. Busch, *Internet and Computer Ethics for Kids*. (and *Parents and Teachers Who Haven't Got a Clue*).

But the most worrying result is that 30% of the minors who chat in the Internet receive some kind of provocation (sexual, from sects, or inciting to dangerous conducts).

In the other hand, the Report "the safe Internet", carried out by the *Fundació Catalana per a la Recerca i la Innovació* in 2003, pointed out that half of the interviewed children search in the Net without any adult. Therefore, these children are in a dangerous situation, because there are plenty webs which own pornographic advertising.

Fortunately, there are plenty webs which help to proportionate information for parents and children, about the benefits and risks in the Net. Software Programs have been created for blocking undesirable webs, for filtering emails, or even webs related to childhood protection. The problem is that these programs are not used, or that these webs are not visited. Then, these options do not work.

To make us aware of ethical problems derived from Computer Science and the Internet would be the key. Therefore, with the Research presented in this paper, we will check and analyse the references in the Internet Codes of Ethics about the access of chil-

dren to the Net. If those references exist, we are going to discover if they are efficient and adequate to our present time and if they are about the needful aspects for regulating the access of minors to the immense universe of the World Wide Web.

However, the Codes of Ethics are not the only which have to achieve an educational and non offensive access for the youngest, but also the creators of the webs, who must consider the repercussions of their own acts and who have to work thinking about those Codes of Ethics.

The Ethics of Corporate Social Responsibility: A Case Study of Three Multinational Corporations-ExxonMobil, Shell, and Pfizer

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THIS PAPER ANALYZES major community-wide practices of three global corporations-ExxonMobil, Shell Petroleum Development Company (SPDC), and Pfizer-whose operations in Africa have been as much a boon as they are a gloom to the communities in which two of them explore oil, and, for Pfizer, in which its life-saving clinical trials were conducted in 1996. The analyses are guided by The Global Sullivan Principles for Corporate Social Responsibility and by the United Nations Global Compact, which, collectively, require that corporations, among other things, (a) support universal human rights, (b) promote equal opportunity, (c) respect freedom of association, (d) fight corruption, (e) protect human health and the environment, and (f) improve community life.

In 2007, ExxonMobil earned \$41 billion and Royal Dutch Shell (a non-SPDC affiliate) \$28 billion in profits, which may seem out of place, particularly when increasing prices at the pump in high-consuming nations of North America and Europe show no signs of abating. Do such high corporate profit margins have any ethical implications for corporate commitment to the communities that provide some of the incentives for reaping those profits? In other words, while the appropriateness of corporate social responsibility (CSR) assumes its ethicalness, this paper argues that such corporate activity is not averse to encouraging questionable business practices in three of Africa's major businesses, all of which aver the social and community benefits of their actions.

Beyond that, this paper also casts its analysis within the context of classical ethical theories, arguing, for example, that to the degree that all three corporations promote more pleasure than pain (utilitarianism), even as they treat people as means rather than as ends (in violation of Kant's Categorical Imperative), the ethics of their practices raises serious implication for corporate communication geared toward building a corporate reputation of socially sensitive organizations. Similarly, to the degree that both companies will be hard-pressed in arguing that their pricing practices by which they accrue hefty profits should serve as a guide for everyone's conduct, corporate communication lacks conformity to deontological ethics. Does Pfizer's 1996 clinical drug trial in Nigeria constitute a breach of ethics, even though the survival rate for children given its experimental drug, Trovan, was higher than that for a comparison drug?

Organizational culture vis-à-vis communications is a basis for the issues that emanate from corporate actions taken under the guise of CSR; hence, the grassroots approach to communication that is touted by the companies can be a far-fetched proposition.

SPDC has an elaborate culture of using an External Stakeholder Review (ESR) Team, which includes company critics, to assess company-supported projects in four categories: (a) basic services, (b) community health, (c) economic empowerment, and (d) human capital development. In its 2005 review, the ESR team randomly selected 56 projects from a list of 129 and reported that more than

89% had been completed, 86% were functional, and 64% were successful. But SPDC's published reports on its sustainable community development projects tend to be couched in language community residents find abstruse. Further, some of SPDC's consultative meetings, even when tagged "Village Meetings," are held in hotels and the speakers and invited participants are mostly drawn from the cities, thereby compromising communications with key audiences. Additionally, SPDC's communications are too often restricted to official publications (e.g., annual reports) and rarely are the various electronic and print media used to communicate the company's socially responsible practices broadly.

Similarly, ExxonMobil's socially responsible programs in Nigeria are limited to awarding scholarships, initiating community projects and offering donations to various causes. And the fact that its activities are mostly offshore, necessitating limited contact with communities, does not justify its failure to build relationships that would ensure a successful, sustainable business (...)

Ethical Perceptions, Values and Considerations Among United Arab Emirates Public Relations practitioners

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ETHICS IN THE profession of public relations is one of the most important factor for its success or its failure. Public relations is based on credibility, frankness, transparency objectivity and the public's respect and consideration. Ethics is imperative for the success of public relations due to the importance and impact of the diverse relations of the organization with its publics and environment. Public relations tend to build the corporate image of the company by influencing public opinion and gaining consent among the company's publics. Unfortunately, these days public relations is used in many cases as advertising, propaganda, marketing and malicious motives to foster the image of the company at the expense of the customers, the general public and truth. Manipulation, distortion and sometimes lying and hiding the truth are used unethically to amplify some sides of the story and hide others. Nowadays, we witness numerous misconceptions about what the objectives, activities and goals of public relations are or aren't, it is imperative that practitioners emulate the highest standards of personal and professional ethics. Public relations practitioners should be the advocate of corporate ethical initiatives.

This paper investigates the perceptions, values and considerations of ethics among public relations practitioners in the United Arab Emirates. A questionnaire was distributed to 372 practitioners in various private and government organizations. Practitioners were asked how influential and relevant public relations ethical factors were on the practitioner's perception of ethics. Findings of the study show that the "day-by-day professional practice learning" comes first as extremely influential (58.9%), 40.4% said "religious education", 44.8% of the surveyed practitioners said that a "senior public relations practitioner" as "extremely influential", 41.4% said "public relations teachers", and 41.9% said "Senior executives and managers" as extremely influential on the concept and meaning of ethics for the public relations practitioners. Findings suggest that the daily practice of public relations - day-by-day professional practice learning, senior practitioners, senior executives and managers- along with religion play a major role in shaping the meaning, philosophy and conception of the practitioner's ethics.

Respondents were asked to describe the level of support they would give to the controversial public relations practices that may generate some ethical problems. Respondents show some positive indicators of ethical considerations for the practice of public

relations. The majority of the respondents (86.7%) didn't agree with the use of "spreading rumors", 84.5% didn't agree with "providing false information to satisfy the public", 84.0% disagree with "providing wrong information to please managers in the organization" and "disinformation, distortion and manipulation" respectively; (80.7%) said that they don't agree with "distorting the image of a rival organization"

Public Relations ethics and Corporate Social Responsibility: a double oxymoron?

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EUROPEAN HIGHER EDUCATION in Public Relations has been expanding in recent years. Consequently, the number of public relations practitioners in the market who had received training in public relations has also increased, raising professional standards. As public relations has matured as a profession and the study of public relations has grown as an academic discipline, questions related to the ethical and social impact of public relations must inevitably follow. The very idea of a "profession" implies the development of norms and a responsibility for self-monitoring.

Any academic discipline related to a profession must concern itself with law and regulation as that serves as the baseline of what society considers acceptable. However, in public relations, as in many professions, when one raises the question of ethics, the focus tends to be solely on what is legal, assuming that what is legal is also ethical. Ethics is about making moral judgments, often in areas that are not currently regulated. Because it is a profession known to be able to shape and influence public opinion, public relations has long been a popular target for criticism.

The purpose of this paper is to argue that public relations ethics debate can be enhance within corporate social responsibility (CSR) debate. In fact, more and more companies claim to integrate aspects of CSR into their business practices and communicate about that. Yet our understanding of why corporations behave in socially responsible ways, or not, is limited. The area of CSR highlights a common dilemma present in public relations profession: the tension between organisational goals and "the public interest". In order to analyse this tensional relation, three types of issues will be considered in the paper: 1) legal and regulatory issues; 2) ethical and deontological issues at the professional day-to-day level; and 3) ethical and social issues at the societal level.

Finally, this presentation aims to contribute towards academic debate over the myriad of legal, ethical, and social issues emerging within corporate world from a public relations perspective. Moreover, it will try to identify the variables that can drive public relations ethics and CSR to a synonymous level.

Ethical Debate on Communication of-fices: Journalist or Public Relations?

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THE INCREASING IMPORTANCE acquired by the Public Relations in the current society has provoked its inclusion in the debate among the academic community with the aim of giving a scientific definition of the discipline, as well as an establishment of its limits and application. Although some critical discussion have been already carried out in the first two aspects mentioned, the third one, the practice of the professionals of the Public Relations, leads us to a question in which it is difficult to find bibliographical

production. We are referring to the ethical values that should guarantee the right professional exercise in order to consolidate the Public Relations and differentiate it from journalism, publicity, and propaganda.

Although Journalism, with which the Public Relations share certain affinities (such as the media message and the handling of the sources), has fixed its deontological values (Veracity, Justice, Freedom and Responsibility), the lack of this kind of documents in the Public Relations (the code of Lisbon, of Venice, of PRSA, of IABC, of the French Association of the Public Relations; in Spain, none of general application) makes so difficult the social ratification of the discipline and has as consequence the degradation of the image of its professionals, to whom is often imputed the interested handling and the manipulation of the information he uses.

A Public Relations' ethic would favor its informative work. This figure demonstrates that the information is a dynamic good that requires a set of relations that cannot be produced through technical or mechanical methods. The responsible exercise for good journalists will increase their credibility and, therefore, the image of the company they work for.

Considering the analysis of this situation in the daily practice of the Public Relations, we would like to contribute to the discernment of the values that should govern a deontological code in order to pay attention to the current claims of the Public Relations.

Acting as a media partner to other organisations' CSR activities: Is that sufficient?

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THE MALAYSIAN AUTHORITIES made reporting on corporate social responsibility (CSR) compulsory for all listed organizations in the past one year. The increasing competitiveness of business, locally and internationally, has seen the CSR activity transform from one that has largely been based on ad hoc philanthropic and public relations activities to one that takes cognizance of the more encompassing factors of the welfare of various organizational strategic publics as well as sustainable development. This paper attempts to examine how Malaysian organizations practice corporate social responsibility.

It discusses, in particular, how Malaysian news media organizations take account of their economic, social and environmental impacts and act to address key sustainable development challenges. Media has long played the role to promote CSR activities of other businesses through the coverage it gives to those activities. What about the CSR activities of the news media themselves? What innovative approaches do they take to be initiators of CSR? What policy frameworks have they developed to ensure active CSR activities and best practice? Are CSR activities angled for profit, self-promotion or mutual benefit? Do the organizations measure results by the input or its outcomes? What is acceptable CSR engagement with their workforce, communities and environment?

The questions stated above will draw a picture of whether CSR among the news media is on the right track. Qualitative interviews with senior management in 15 Malaysian news media organizations will reflect what their take is on CSR.

The 'Right to Reply' in Journalistic Ethics: The various practical aspects of a basic right

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THE 'RIGHT TO REPLY' is one of the basic rights recognized by the media, and is viewed as proper form of ethical behavior.

The ethical codes of the media, that are the "professional conscience" (Allison, 1986), can instruct us if the *right to reply* has, indeed, been perceived as a professional-ethical principle. Indeed, the very mention of this right in the code means that that care should be taken in its implementation. In certain cases the ethical code may not only instruct us that the *right to reply* is perceived to be a professional-ethical principle, but also guide us in the practical implementation of this principle. On the other hand, rulings of ethical authorities – principally the Ethical Court of the Press Council – can be instructive in learning how the media institution attempts to interpret the *right to reply* and to implement it practically.

Even though the term "right to reply" is central in journalistic practice – both at the normative-declarative level (and principally in ethical codes) and at the practical level – it has become clear that the term is quite vague and fraught with many philosophical and practical dilemmas. The paper analyses the ruling by the Israel Press Council since its establishment in 1963. The analysis produced a taxonomy of practical aspects of this right and examines how the media's accountability mechanisms deal with them. Such aspects include, for example: Right to Reply to Opinions; Right to reply to a truthful report; Right to reply to a report about a trial; Timing of publication as a reason for not providing for the right to reply; Right to reply of a body that is not a private person; Ill-quoting a reply and Location of the Reply.

One of the main findings is that even though the ethical code requires strictness in regard to the *right to reply*, the ethical courts have demonstrated, consistently, an understanding that there exist a variety of circumstances that allow for measured abuse of this right or even its total negation.

The results can serve as a case study for journalistic ethics and its enforcement throughout the world.

Title: Rhetorical Aspects of Crisis Communication

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THE AIM OF the paper is to present the outlines and some results of an ongoing project "Rhetorical Aspects of Crisis Communication", supported by the SEMA (Swedish Emergency Management Agency). Our purpose is to open and explore new perspectives regarding crisis communication on the basis of classic- and modern rhetorical theories and methods. By analysing rhetorical factors in connection to concrete examples new insights will be gained regarding forms- and means of influence. The ambition is to create a comprehensive depiction of the rhetorical processes involving both standpoints and directives, formulated within differing leading functions, as the media rhetoric regarding crisis and processes of crisis.

Crisis situations are most often also rhetorical situations, i.e. problematic circumstances demanding discursive response in the form of rationalization and outlined standpoints. Beyond the problem of creating a solid base for line of action their lies a rhetorical predicament that can only be addressed through statements or by means of dialogue. In situations of crisis persuasion is vital, that is,

to create legitimacy and trust for action taken by decision-makers on different levels. This involves decision makers and social actors in society, communities, county councils and government authorities, but above all it involves communicating with citizens. Cooperation and coordination demands viable communicative strategies. Simply put, with the words of Robert L. Heath: "A crisis is a time to speak" (Heath 2004:149)

The science of rhetoric, as it has evolved during the last decades both in the USA and Europe, derives from Aristotle's definitions of rhetoric which has been summarized by Andrea Lunsford in the following way: "Aristotle argued that rhetoric was the art of communication, that it provided a means of creating and sharing knowledge on any subject as well as a means of self-defence against the manipulative use of language: rhetoric was, Aristotle said, "the art of coming to sound judgement". (Lundsford 2006) Rhetoric is thus far from viewed as the mere "art of speaking", even though the oral tradition has its given place even on today's public arenas. In addition to the classic oral situations demands for good arguments, effective disposition, attuned language and performance, contemporary rhetoric finds interest in other rhetorical situations, both oral and dialogic, verbal and visual and not least mediated rhetorical messages.

Rhetorical Criticism, is mainly an interpretative course of action focusing on case studies. This line of research presents a number of methodological angles of approach, both qualitative and quantitative, which assists in systematically mapping out how meaning making is created in rhetorical situations.

The method, or rather the methods, always seek to construct an overall picture where the complete verbal situation is analysed within its social context and not merely isolated parts of the communicative process. In our studies, rhetorical criticism focuses on discursive processes which frame, define, dramatize, interpret and sometimes provoke or prolong a crisis.

In this paper we will also shortly present two case studies of communication strategies by the German and Swedish government and crisis management respectively, following the tsunami catastrophe in 2004.

The hybridization of journalism and PR (PRnalism) – the source of ethical and cognitive conflicts in communication

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GROWING RELATIONS BETWEEN journalism and public relations are the source of essential changes of fundamental characteristics of media texts, presented as journalistic product. The mixture of journalism with PR produces the communicative phenomena of the hybridization of journalism and PR (so called *PRnalism*).

The main question of the study is the ethical essence of such communicative phenomena. The expected outcomes are following:

- The *PRnalism* is the ethically conflictive phenomena in comparison with universal norms of journalism;
- Practises of *PRnalism* drive to qualitative changes in journalistic content of mass media, affecting the work of professional journalists, and provoking the crisis of the public credibility to the press.

The conceptual framework of the paper is formed with the description of different forms of *PRnalism* in mass media of post-socialist countries and the comparative study of effects of hybridization in the light of universal ethical norms of journalism.

The *PRnalism* is presented in different forms in texts and practices of mass media. The main ethically conflicting characteristics of *PRnalism* are:

- The publication of PR-texts, produced by agencies of public

relations and provided to the newsrooms, as journalistic product, or in news sections, without clear designation of the origin of text;

- The publication of PR-texts without obligatory control of accuracy and trustfulness of information. Such practice of newsrooms produces the conflict with the universal ethical norm of journalistic examination and verification of information provided by external sources. Obligatory internal qualitative selection and correction of information are suppressed, because staff of newsrooms believes that "colleges" – professionals in agencies of public relations - already made this work;
- The production of journalistic texts exclusively by the compilations of PR-texts;
- The passive following to news agenda created by agencies of PR, with the suppressing of active journalistic news gathering and, generally, the cognitive function of journalism;
- The production of PR-texts by journalists to demands of public relations agencies or clients. The realization of demand, the example of the conflict of interests, can be related in same time with other ethical conflict: the "creating of the news". The transformation of journalist into PRman is the "top" of conflictive ethical essence of *PRnalism*.

So, *PRnalism* is the real opposition to common professional journalistic values and norms. The normative set of codes of professional conduct corresponds an ideal model of journalist for in determinant socio-historical context. The ethical ideal of journalism as *truth-telling* is accepted by the public, because the trustful information has the vital importance for the orientation and more adequate positioning of citizens in society, for rational and positive social transformation. The *PRnalism* corrupts the truth as the top ethical value of journalist and produces effects of the limitation of social-cognitive function of journalism.

The power in defining hazardous workplace realities: the role of safety programs and naming

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WHEN ORGANIZATIONS DEFINE workplace risks and causes of workplace accidents certain facts and processes are recognized and taken care of, others are not. This defining work is done with guidance by a growing market of safety programs. For instance, many industries have implemented behaviour-based safety programs (BBS) in order to improve occupational health and safety (OHS) and reduce sickness benefit expenses. The impact of these programs is vast since trans-national corporations – for economic purposes as well as standardization, certification and communication – rather manage occupational health and safety-issues the same way independently of subsidiary or plant location. These developments have received little attention from organization and communication scholars. The central question of this paper concerns how a safety program as BBS facilitates certain definitions of problems, naming of workplace realities, and privileging of interests. A chemical plant where a behaviour-based safety program has been implemented composes the empirical object. Methodologically, qualitative interviews with management and production employees are combined with document analysis. In conclusion, a discussion is raised about the risk of safety programs limiting the range of OHS-issues discussed, hampering meaningful conflicts, and obscuring the interests of primarily production employees.

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Title: Cosmopolitan appeal? A methodology for investigating the normativity of humanitarian media discourse

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THE IDEA THAT all of humanity belongs to a single moral community and that the responsibilities of the individual therefore extend beyond local communitarian loyalties, is foundational to any international aid or human rights organisation. Cosmopolitan concern for the distant other is its *raison d'être*. To mobilize support for their cause, however, humanitarian organisations must increasingly compete for funding in global markets with highly professionalised branding strategies. This gives rise to the question whether there is still sufficient room of manoeuvre for humanitarian organisations to not only attract the necessary financial support, but also, in the process, to contribute to cultivating a cosmopolitan sensibility in their audiences. To put it simply, to what extent does the public morality that international social NGOs help construct, correspond to the morality they defend?

While one may regularly encounter more or less explicit articulations of this question in public debates as well as academic theory, little work exists- if indeed any – which empirically investigates the issue. The paper develops a methodology to this end. Media texts such as TV-spots, newspaper ads and brochures from humanitarian organizations are taken as evidence of public humanitarian discourse. Drawing on Lilie Chouliaraki's *Analytics of Mediation*, a framework is presented, which provides multi-modal analytical tools for investigating discourses of morality in humanitarian appeals and for identifying their normative legitimization.

Public Communication and Public Relations Without Legitimacy

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IN THIS PAPER I examine Public Communication with a focus on Public Relations. I explore the image of this profession in Greece and the reasons behind its corroding legitimacy by scrutinizing the implementation or not of the *codes of ethics* by professionals of this sector but also by emphasizing the need for assuming further conduct measures. I start with an historical overview of the controversial history of this practice during the 20th century, and its origins in the *manipulative model of propaganda*, promulgated by E. Bernays.

Subsequently, I test the hypothesis of confusion and illegitimacy, plaguing this sector in Greece, by exploring and demonstrating the high degree of overlapping and of 'interweaving' between such

communicative practices (journalism- PR - Propaganda) and by tracing cross-incursions between all communicative professions and practices: journalism, advertising and propaganda. I argue that the absence of very clear-cut delineations between these distinct professional practices causes an unacceptable intermeshing between them all. This in its turn leads to a blurring of what is accurate socio-political information and what not. Consequently, there arises a need for establishing clear-cut '*incompatibles*' as well as *mutual exclusions* between professions in order for public communication to retain its most fundamental quality, standard and genre discernibility. Thus, it is argued that the manifest crisis of legitimacy for PR in the country, is a function of the lack of effective professional boundaries and of an extensive inter-penetration between these professions. Inevitably, such crisis impacts negatively on Public Communication at large, corroding likewise the premises and the prospects for Democracy.

ETHICS IN PUBLIC RELATIONS EDUCATION: AN ANALYSIS OF PUBLIC RELATIONS CURRICULUMS IN TURKEY

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OVER THE PAST 20 years public relations practice and education have grown and changed prodigiously. Public relations educators have focused most of their attention on outcomes and curriculums. The growing scope of public relations practice as well as a developing literature in public relations management argue for expanding the public relations curriculums. In addition, international commissions studying on public relations education is becoming an increasingly important part of public relations education.

The strategic identity of public relations and the necessity of educated and qualified people in this field also increases the expectations in public relations education. Surveys of business and public relations journals indicate that organizations and business increasingly have developed their own codes of ethics. It is important to have a good education level if the people in this field are expected to put forward right and ethical practices. The instruction of public relations ethics should be an integral part of public relations educations. However various studies (David et al., 1990; Pincus et.al., 1994) have shown the lack of ethical education in business schools and programs of public relations. The purpose of this paper is to investigate the development of public relations education in Turkey, its current programs, and its future directions related to ethics. The essay reviews the development of graduate programs in public relations education, the public relations curriculums and course contents at thirty universities in Turkey. Quantitative and qualitative content analysis are used in the search. The aims of this study are to analyse the ethic orientation in current curriculums and help develop an ethical framework for public relations curriculums in Turkey.

European Public Broadcasting Policies Working Group

PRODUCING PUBLIC VALUE Public Service Broadcasting in a Multimedia Environment

Plurality of Public Service Provision: A European Dimension

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THIS PAPER RELATES to the plurality of public service (PS) provision in Europe. The starting point is to discuss whether there is a Europe-wide concern that there should be more than one Public Service Broadcasting (PSB) organisation for the provision of PS output. Therefore the work looks at the extent to which European countries have deliberately nurtured a plurality of PS providers or of PS programming. In the UK Ofcom's 2004 review *Is Television Special?* has opened up the debate on how PSB is to be delivered in the future. Ofcom is concerned that digital switchover and increased channel competition may result in an overall decrease of programming plurality and original production. The report brought forward ten propositions, including 'institutional' competition for PS provision to end the BBC's near monopoly in the area. But what is the state of plurality of PS providers and PS programming in other national contexts?

Ofcom's concern that there should be more than one PSB seems to be quite unique – providing of course that one refers to broadcasting serving and competing in the same market. For example, in countries such as Belgium, Switzerland and Spain there are more than one PSBs due to historical, cultural or linguistic reasons, but they normally serve different communities or, as in Spain, different regions. *France Télévisions* and *Arte*, the Franco-German cultural channel, do not testify to a plurality of PSBs, as *Arte* has always meant to be a niche broadcaster. *France 2* and *France 3* fit the bill better, but have of course been folded into the *France Télévisions* holding. Germany has two PSBs (ARD and ZDF) serving the same national market, but that is an 'accident of history', given that the federal structure of ARD was imposed by the occupying countries in Western Germany, and ZDF was then created separately.

Ofcom's analysis considers whether the digital switchover and the intensified competition that will follow will force commercial PSBs to water down or give up their PS remit. This is generally correct. Ironically, if predictions about the demise or decline of free-to-air broadcasting prove correct, PSB may regain monopoly on both free-to-view programmes and on PS content, at least on terrestrial mass audience channels, as commercial broadcasters are forced to compete for dwindling advertising revenues. The Ofcom's answer to this, that a PSP could be created, is a peculiarly British, if not Ofcom idea, as the UK government has not so far subscribed to this proposal. European nations have mainly focused on pluralism *within* the PSB, rather than *between* different providers. PSB is still primarily defined in terms of *internal pluralism*. The question is: Does anyone care? With exception of Germany, the answer is less so than in the UK because of the lower levels of legitimacy enjoyed by PSBs in countries such as France, Italy and Spain.

European Public Broadcasting Policy at the Council of Europe

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LOOKING BACK ON sixty years of the Council of Europe's policy concerning public service broadcasting (PSB) this paper aims giving an impression of how the Council of Europe (COE) has dealt with the issue of PSB and especially of how it has answered the questions raised by the developments broadcasting has undergone in Europe since its beginning. This subject is of major significance because the COE, despite being an important actor in the landscape of the European media policy, has up to now not received appropriate attention from communication researchers.

This paper will address the question of how the COE has coped with the challenges facing PSB over the past sixty years. This implies the following related sub-questions: How did the COE define the public remit after the emergence of competition from private, commercial media in the 80ies? How did it react to the efforts made by the European Union (EU) and finally, where does the COE see PSB since the emergence of digital technology? Should it be part of the information society?

With regard to the fact, that the media policy of the COE until now has not been cleared off, this study had to choose an explorative approach. It will follow the COE's policy concerning PSB chronologically and embeds it into the social, political, economic, and technological context by which it has been accompanied. The empirical methods on which this presentation will be based include especially in-depth-semi-structured interviews with the staff of the Secretary General and representatives from the member states at the Steering Committee on the Media and New Communication Services (CDMC). Besides, it will rest for the most part on a document analysis of the conventions, recommendations, declarations, and resolutions that the COE has passed in the relevant field.

Throughout the years the COE has highlighted the specific remit of PSB and reaffirmed its role as an essential element of pluralistic communication and social cohesion which, through the provision of comprehensive program services accessible to everyone, seeks to promote the values of democratic societies, particularly, human rights, cultural diversity, and political pluralism. The COE assumed the role of a guarantor for PSB as well as a corrective of the EU's marketplace approach. Concerning today's technical developments, the COE consider the presence of PSB in the new digital environment as absolutely necessary and plead for providing it with the legal, financial, and technical means necessary to ensure that PSB is part of digitalization and offers new media services to fulfill its remit these days.

The Role of Public Service Media in Promoting Wider Individual Participation in European Democracy: The Platform Portfolio Solution

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MOST AGREE THAT democracy in Europe requires invigoration. The quickening interest since 2005 in the aftermath of the failed constitutional referenda in the Netherlands and France is connected with a wider concern about political malaise in the European Union. The decisive question is simple to formulate but always complicated to answer: What should democracy mean today? Prioritising individual participation is an aspect of decisive importance.

Practical difficulties are partly keyed to historic inadequacy in the technical infrastructure necessary to facilitate this. The rapid

growth of digitization and computer-mediated networking suggests considerable potential for redressing technical problems. The more fundamental problems or challenges are, as always, keyed to uneven access to resources and complications in social relations. Here the hope of many is that public service media with its PSB heritage of universalism and equalitarianism stands the best chance of helping resolve such problems.

These concerns were catalytic in a report ordered in 2007 by the Group of Specialists on Public Service Broadcasting in the Information Society (MC-S-PSB) at the request of the Council of Europe. The author was asked to construct a conceptual model and that was submitted in November 2007. The object for development is the construction of a European Public Sphere [EPS] which is partly pan-European or supra-national and partly domestic as grounded in the member states. Constructing EPS is premised on the right to communicate which prioritises democratic discourse. That is comprised of three ingredients. *Dialogue* is the comprehensive and cumulative communication of democratic practice. *Debate* is about clarification of contending views and accommodation that is characteristic of compromise. *Deliberation* is about democratic decision-making.

Democratic discourse is conducive for two interdependent arenas of democracy in communicative action: Representative and Participatory. European governance is based on representative democracy while developments in mediation refresh potential for participatory democracy. Representative democracy is keyed to collective interests while participatory democracy is keyed to individual interests. In practice both arenas depend on communication facilitated by PSM with its ethos rooted in the principles of public service broadcasting [PSB] which have featured high commitment to universalism, democracy and culture for about eighty years.

Facilitating democratic discourse in the continual maturation of democratisation requires that PSM integrate an assortment of linear broadcast and non-linear multimedia platforms because a PSM platform portfolio is the only viable solution for simultaneously satisfying society's needs for cohesion and pluralism as variously equated with representative and participatory arenas. The PSM platform portfolio solution is treated with reference to four defining paradoxes, of which the service paradox has particular importance here.

The remit of public broadcasting in a digital age: a story about private competitors' interest and increasing European State aid control?

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IN JUNE 2006 the European Commission (EC) requested the Belgian authorities to clarify the financing of the Flemish public service broadcaster (hereafter 'PBO') VRT. One year earlier, in March 2005, Germany, Ireland and the Netherlands were asked to do the same. Subsequently, in late June 2006, the Commission concluded that the Dutch PBO NOS had been overcompensated between 1994 and 2005. The NOS now has to reimburse 76.3 million Euro to the Dutch government. Further investigations into the funding of NOS' new media activities are under way.

As a consequence of European Commission control of State aid in a fast changing media market, the delivery of public broadcasting services could become a rather difficult exercise in the 21st century. Currently, the – possibly market distorting – expansion of public broadcasters' activities into new and developing media markets is under fire. In an era of digitalisation, it is often assumed that spectrum scarcity and the public goods characteristics of broadcasting no longer make a case for public intervention. As a consequence, the expansion of public broadcasting

organisations' activities to new media markets provokes quite some criticism. Private companies are increasingly challenging the 'digital' remit of public service broadcasting within the European Community's State aid framework. The European Commission – in its strive for a level-playing-field in the broadcasting sector – fears market distortions and even foreclosure of new media markets because of government support of public broadcasting organisations in this respect. In its State aid assessments the Commission is concerned with a 'mission creep', that is the illegal expansion of the public service remit to commercial new media markets in particular. This anxiety is strengthened by the current lack of definitions and identification of new media services offered by public broadcasters in the different EU Member States.

The aim of this paper is to provide for an overview of the European Commission's control of both the funding and organisation of public broadcasting organisations within the European Communities. As such, the authors assess to what extent the Commission's approach to public broadcasting State aid cases is indeed challenging the expansion of public broadcasters to new media markets and how Member States and public broadcasters can overcome the difficulties that flow from the Communities' State aid policy.

Our contribution is divided into three parts.

Firstly, we address the main competences of the European Commission with regard to the activities of public broadcasters in a digital media environment. Our attention focuses on accountability issues, transparency requirements and the definition and entrustment of new media services. Secondly, we give a systematic overview of the different cases in which the issue of new media services comes to the fore. The analysis touches upon Commission decisions on the licence fee funding of German ARD and ZDF, the ad hoc funding of Dutch NOS, the financing of the Flemish public broadcaster VRT, the launch of thematic channels and online activities by BBC and the compensation of public service costs of TV2/Danmark. On the basis of this case analysis, we, thirdly, formulate possible ways to anticipate the Commission's control of new media activities of public broadcasters.

The Future of Public Service Broadcasting in Italy under a third Berlusconi Premiership

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THIS PAPER WILL analyze the legislative framework that has regulated since the early 2000s the transition to digital television in Italy. After providing an historical account of the existing legislation, it will analyze the media reform law that was proposed by the Italian Communication Minister, Paolo Gentiloni, in October 2006, and in particular the proposal regarding the reform of the public broadcaster. Given that the Prodi's center left government fell over a vote of no confidence in January 2008, and that Silvio Berlusconi might emerge as the winner of the upcoming general elections, and become, for the third time, Italy's prime minister, hopes for a progressive legislation aimed at revising the media sector, including the public service broadcaster, is mere wishful thinking. Obviously, there are enormous political and industrial interests at stake in the restructuring of the media system in Italy: the reform of the public broadcaster will be pivotal in defining how the television landscape will look like in the analog as well as in the upcoming digital television sector.

Whereas the previous center left government (May 2006-January 2008) appeared determined to break the duopoly, its conviction of what was the best way to pursue was unclear when it came to reforming the public broadcaster. The proposal that was circulated indicated two major areas. One was governance: RAI will be governed by a Foundation instead of under the control of the Tre-

surey. There will be two public channels (financed almost entirely by public funds and the license fee) and one commercial channel (on the example of the British Channel Four). Although the government coalition was united with regard to the necessity to free RAI from the influence of the government of the day and the Treasury, the positions were more fluid when it came to the funding system. To eliminate advertising revenues from two channels might well mean the end of public service broadcasting as we have known it in Italy: a broadcaster that has been amply, and rightly so, criticized, but also one that has been through the years a vibrant presence in the political and social life of many. The argument of the paper emphasizes the danger that, if no efforts are made to give a central role to the public broadcaster, it will become increasingly more marginal and public media will eventually disappear from the map of digital television. Thanks to interviews with key players in the public broadcaster, with media analysts and politicians involved in the reform law, the paper offers some alternative venues and recommendations.

Developing Public Service Standards Online: the First Ten Years of BBC News Online

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THIS PAPER WILL focus on the growth of BBC News Online from its inception in November 1997 to the tenth anniversary of the site in 2007. BBC News Online has in this time moved from being perceived as a late entry in the online sphere among British and international competitors, to becoming the by far largest online news provider in the UK and one of the most popular news websites globally. Given this dominance, a historical perspective of BBC News Online is crucial in understanding the development of online journalism and online civic engagement within the BBC, and the Corporation's role in influencing the evolution of such forms and practices more widely.

BBC News Online represented a significant initiative within the Corporation's strategy to reaffirm its public service ethos in a multi-channel universe, and thereby be better placed to challenge commercial rivals such as CNN, MSNBC, EuroNews, and News Corp. The paper will thus begin by exploring the launch of BBC News Online in 1997 and the first years of its being. The paper will draw on experiences from people directly responsible for the project to explain both the strategy behind and practical implementation of the BBC's move online.

Leading on from this, the chapter will turn to focus on the first major independent review into the BBC's Online services, commissioned by the Government in 2003 and published in 2004. This review, conducted by former Trinity Mirror CEO Philip Graf, came in part as a response to criticism that the investment from the BBC into new media was to the detriment of the commercial sector, and indeed overstepping the original objectives which had granted them Government approval in the first place. The paper will discuss the conditions that lead to the review and the implications of its findings.

The paper will in particular focus on the interactive features associated with BBC News Online and the extent to which these exemplify the provision of 'public value' as part of its public service remit for online services. It will demonstrate how the BBC from the very start attempted to implement a philosophy of encouraging feedback from and engaging people with content on the site, and also map the BBC's transition from a manual to automated process for managing content submitted by its users. The three General Elections in 1997, 2001 and 2005 will provide the basis for exploring the BBC's commitment to providing 'democratic value and civic engagement' as part of their online services.

Are Media Personalisation and Public Value Compatible?

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THIS PAPER ANALYZES how two North European PSBs, DR in Denmark and RBB in Germany, encounter the challenges from web-based media personalisation services. Furthermore it will discuss in a broader European context whether media personalisation generally is in conflict with the concept and remit of PSB. Based on interviews with PSB staff and studies of ongoing projects it discusses the policy-related editorial questions emerging when PSBs offer or participate in web-based media personalisation services. Tentatively I claim that media personalisation services challenge the role of PSBs both as competitors on the media market and as proponents and institutions for social cohesion and democracy. The media personalisation services articulate the tensions between PSB as customer-oriented player on the market, and PSB as agenda-oriented public communicator.

Customer-oriented personalisation services may bring PSB close to accusations of unfair competition, as this approach aim to optimise the media consumption. On the other side, media personalisation may be one of PSBs'/PSMs' means to reinvent the relation to the audience. Media personalisation services thus exemplify the need for a renewal of policies and remits for PSB under transformation to Public Service Media. The question remains if public value can be created through media personalisation or if the currently dominating customer-oriented approach to media personalisation does conflict with the concept of public value. Personalisation may legitimise PSBs /PSMs as customer-oriented media provider worth the licence fee, but could media personalisation also be used to create public value? Is an agenda-oriented public value based implementation of media personalisation in theory imaginable?

Publicity of Public Media in the new Information Age

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FOR PUBLIC MEDIA that provide services for the general public, a clear definition of the concept of "publicity" is of great importance. When we mention publicity, we tend to connect "publicity" with the public sphere very often. However, "publicity" is much more and in fact more complex than that, especially in the age of convergence.

This paper examines what "publicity" is for the public media, specifically the public broadcasting service in Taiwan. Based on the traditional meaning of Chinese words "Gong" and "Gong4" (which mean "public" and "common" in English), this paper tries to provide a theoretical frame of "publicity" that differs from the traditional western concepts of "publicity." In addition to the Chinese literature regarding publicity, this paper reviews the public value indicators of public broadcasting service of different countries to find out the meaning of publicity all over the world.

Though there have been various discussions regarding the definition of public broadcasting service around the world, with the coming of new media age, the role of PBS is changing gradually. With the new multi-channel environment and possibility of interactivity of the audience and media, there should be more discussion about the new "public" media. Therefore, it is essential to redefine the "publicity" of PBS. In order to redefine the "publicity" of PBS in the new media age, this paper examines the Chinese culture meaning of the public first, and then reviews the western definitions of publicity. In addition to the literature on 'publicity', this paper also surveys the meanings of "public value," "public

service" and "public mission" of various PBS around the world. Finally, based on these materials, this paper provides a theoretical framework of "publicity" in the context of the Taiwan PBS, including information, performance, formation and transformation functions.

Reaching Out to the Global Chinese Community Online: The New Mission of the Radio Television Hong Kong

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IN HONG KONG, the major local public broadcasting service provider is the Radio Television Hong Kong ('RTHK') that enjoys a status lying somewhere between a government department and a public broadcaster. Throughout the years, the RTHK has been under strong political and market pressures to justify its existence. The new multi-media environment, however, provides an invaluable opportunity for the RTHK to extend its influence beyond Hong Kong. With a shoestring budget, the RTHK has been able to construct a multi-media Internet platform. The daily access rate of the RTHK on Internet has increased from an average of 7,000 hits at the end of 1994 to an average of 29 million hits at present. Approximately 40% of these visits come from overseas, such as Mainland China, USA, Canada, United Kingdom and Australia. The RTHK on Internet also becomes an important external gateway for RTHK productions, which enjoys limited airtime in local commercial broadcasting channels. This paper studies such online mission of the RTHK and evaluates how it builds up its overseas reputation and extends its influence overseas through the Internet platform.

This paper is divided into four parts. The first part reviews the development of RTHK, namely, its evolution from a government department to a 'quasi public broadcaster'. The second part discusses the challenges faced by the RTHK in the multi-media environment. Like public broadcasting service counterparts in other developed jurisdictions, the RTHK is 'marginalized' by commercial broadcasters in the local broadcasting market. In response, the RTHK has striven to create 'added-value' services constantly. The third part considers the expansion of the RTHK into the Internet platform and analyses its success in finding a new identity and missions on the web. The final part evaluates such reform experience of the RTHK in a global context and its significance to other public service broadcasters around the world.

On basis of the experience of the RTHK, this paper argues that public service broadcasters can, and should, adopt 'multi-media' platform as an 'added-value' service. What is more, such platform provides an important means for sustaining the development of public service broadcasters in this multimedia age which witnesses the decline of traditional broadcasting television and radio stations both in their ratings and social impacts. Finally, the paper argues that public broadcasting service providers need to develop innovative solutions for sustaining their operations outside the mainstream public purse. An alliance with commercial interests by public broadcasting service providers is no longer a taboo, but rather a necessity in their efforts to tackle cost pressures.

Broadcast Culture meets Role-Playing Culture

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A CHANGED MEDIA landscape challenges PSB companies to look for new ways to get lost audience groups back and to attract new and/or younger audiences. One common remedy is to make more 'interactive' media productions, where the audience can take more active part in various parts of the production. Lack of financial resources and competition in the media field furthermore forces public service media to search for new partners.

The production *Sanningen om Marika* (The Truth About Marika) is one of a very small number of experiments to marry traditional broadcast culture with the participation culture fostered in the Nordic countries, primarily within the live action role-playing community. Swedish television (SVT) collaborated with The company P, a competent actor in the field of pervasive games. The cultural differences could not have been larger – SVT being the oldest and most prestigious television media in Sweden with a reputation of objective independent reporting and civic education, and P a very young, small, and quite anarchistic company relying partially on volunteers in their productions. Together they designed and produced a trans reality multiplatform media production during 2006 and 2007. One of the aims with *Sanningen om Marika* was to involve the audience in new ways using broadcasted television and radio, the Internet, mobile applications and a fictional universe that blurred fiction and reality. The result was a spectacular and controversial production offering online and live action role-playing experiences in parallel with traditional TV viewing. The production drew primarily on the experiences from 'Alternate Reality Games' (ARG). Through the beneficial support from SVT and P the opportunity was given to study this production closely. Through participatory studies, interviews with participants as well as organizers, and an online survey I am in the process of creating a picture of how this production came about, what its aims were, and how this came through in the final result.

This paper will try to 'look behind the curtain', focusing on the meeting between SVT and P and the differences in the production cultures of the two companies and how this affected the interactivity in the game. The results show that the differing production cultures and methods created conflicts with implications for the possibilities for the audience to interact in the production partly due to the differing views -mental concepts – of the audience. The broadcasting company used production processes and methods that resulted in 'interaction for spectators' while the pervasive games actor created more and different possibilities for the audience to participate – 'co production with participants' – with the methods and production processes chosen.

The Debate about the 'ZDF Mediathek' and its Public Value Test

BARBARA THOMASS

SINCE 2001, THE second public service channel in Germany, ZDF, offers its so called Mediathek, which is an online-portal for productions of the corporation, offering programs of recent months, live-streams, archives with programs on demand and online-first-programs. It was relaunched in September 2007. The first (and bigger) public service channel ARD, will follow soon with a Mediathek planned and launched by one of its forming corporations, the SWR, which was first presented as well in September 2007.

Both services are subject of many actors in media policy and commercial broadcasters. A special complaint was brought by the

German association of commercial broadcasters, VPRT, to the European Commission, which ruled, that public service broadcasting should redefine its mission, and submit new services, especially online services, to a so called three step test, which will scrutinize the public value of new programs and services. The European Commission expects to receive appropriate propositions until 2009.

On this ground the debate about the forms of the public value test is ongoing inside and outside the public service broadcasters.

Reference in this debate is the already implemented public value test which is enforced by the BBC. This contribution will present in a first step the main features of the new public service online portals and will then work out the differences between the BBC public value test and the three step test, which was developed and decided by the ZDF in December 2007. The contribution will finalize with a discussion of the mentioned portals against the background of these tests.

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Intercultural 'Mis'-communication: The case of Nerikes Allehanda

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RESEARCHERS HAVE BEEN tackling and defending the idea of free speech and freedom of press. Most of these researchers - especially in liberal societies - stressed on the importance of guaranteeing right of free press. Freedom advocate organization, Article 19, for example, regards the concept of freedom of expression as a "cornerstone right" and sign for how democratic a country" in the media that should be protected.

No doubt that the right of free independent media created a fertile ground for the media to function with no restrictions and uncover so many corruptions worldwide and help watchdog governments. However, this ultimate right for freedom is raising doubts on how far should the media be free and to what extent.

Aidan White blamed in a study entitled Journalism and Combating is Quality Media the media for "displaying shocking ignorance about other cultures, even when they form substantial minority communities within the local population," and further added that "the problem of intolerance is a constant threat to good journalism everywhere".

Keeping in mind the fact that the pen is "mightier than the sword," the idea of "good journalism" is threatened by the way reporters cover their stories which in many cases can be important for the role of media in escalating or de-escalating conflicts and spreading misunderstandings in societies leading to hostilities and hate crime.

James B. Jacobs and Kimberly A. Potter in their study entitled Hate Crimes: A Critical Perspective believes that journalism, especially in conflict areas is characterized by prejudice and negative attitude or opinion about particular group(s) or class of people".

Boeckmann and Turpin-Petrosino added that this form of journalism is an "unfortunate expression of negative stereotypes, prejudice, discrimination, and intergroup tensions".

The misrepresentations and hostility were widely reflected recently in the issue of the caricatures on prophet Mohamed (PBUH). When the Danish newspaper Jyllands-Posten and the Swedish local newspaper Nerikes Allehanda published cartoon misrepresenting prophet Mohamed (PBUH), it raised anger in Muslim societies and this anger was not clearly understood by the publishers.

White (2006) explained the issue of publication of images of Prophet Mohamed (PBUH) in Denmark and how it figured out the "misunderstanding" in the ties between Muslims and the Western societies highlighting "why journalists need to be more conscious than ever about the dangers of media manipulation by unscrupulous politicians and racists".

"Bridging gaps" and good journalistic "public service" is really needed if the international community is really considering to live in a global society. The media plays a vital role in escalating and deescalating conflicts. Therefore, the media can use its power and become a "prevention factor" in reporting which can contribute to de-escalate conflicts as well as misunderstandings among different nations or minorities.

This study analyzed the content of several Arab media outlets which covered this issue and examined the role of the media in relation with cases of intercultural conflicts with a focus on whether media discursively contribute to conflict escalation or de-escalation

Conflicting narrative on Islam, Muslim women, and identity

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IN JANUARY 2007 the small town of Hérouxville in Quebec, Canada introduced a set of codes of conduct for potential immigrants in the small, white, francophone and Catholic community, called *Normes de vie de la municipalité d'Hérouxville* (Standards of Living for Residents of Hérouxville). These measures included banning of headscarf that covers the face, stoning of women and female gentile cutting. Despite the proclamation that these rules do not target any particular religion or culture, the language of the document suggest that they were specifically targeting the Muslim community. A month later in the town of Laval, in Montreal's suburb, a young Muslim girl, Asmahane Mansour, was banned from playing soccer because of her *hijab*. The recent government-sanctioned Quebec Consultation Commission on Accommodation Practices Related to Cultural Differences attests to the centrality of these debates in contemporary social politics and multiculturalism. The Quebec cases are not isolated events; such experiences are echoed elsewhere across the globe. Contested multiculturalism policies in Britain and France have resulted in alienated ethnic enclaves. The 2005 riots in immigrant-heavy Paris suburbs highlighted the country's failure to integrate immigrants into the broader French society. Muslim communities are at the centre of this debate. Despite this increase in Muslim population in Canada and other Western countries, the level of intercultural awareness and acceptance of Muslims has remained a contested area in public debates; for instance, a recent poll surveying Canadians' attitudes toward Islam suggested that almost half of the respondents had a negative impression of Islam (*Survey of Muslims in Canada*, Environics Research Group, 2007). Studies attribute this split in attitude to the biased views of Muslims that exist in the Western media who systematically link Islam to fundamentalism, stereotyping the religion as violent and monolithic. This paper seeks to analyze the *context* within which these discourses on Islam have been developed and carried forward in Western societies. By looking at texts from different academic disciplines- cultural studies, political communication and feminist scholarship- this paper will analyze conflictual narratives and discourses on Islam, starting off with the dominant discourse on Islam. I will first argue that the *Western* narratives on Islam are based on centuries-old colonial misinterpretation and misrepresentation of the religion, which has carried over to the "postcolonial" era. Secondly, from a regional perspective, I will discuss the current events in Quebec by focusing on the interplay between colonial narratives on Islam, Western ideals of secular citizenship and universality, and regional (Quebec) multiculturalism policies and attitude toward the "other." In the final part I will discuss alternative narratives on Muslim identities, mainly based on feminist scholarship.

Iraqi stereotypes in the American culture: The case of video games and films

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THIS STUDY AIMS at investigating the portrayal of Iraqis in two American mass media means; namely: video games and films, both sharing the quality of a wide public outreach and the fact that they complement each other since many films are continuously made into video games. Previous studies related to Arab stereotypes concentrated mainly on Palestinians and, to a lesser extent, Egyptians more than any other Arab nationality ignoring the portrayal of Iraqis in the American popular media.

The negative portrayal of Arabs could be found in the American

mainstream expression in almost all print and visual media. Most studies have tackled travelers' accounts, films, popular fiction, school textbooks, cartoons, comics, jokes, and songs. But video games seem to pass unnoticed.

The study concludes that films and video games are continuously evolving according to diverse political and cultural circumstances. They are truthful representations of the American culture but going hand in hand with the US official policies serving as tools to enhance stereotypes and propagate for strategic objectives. As Iraq was America's declared enemy, the chauvinistic sentiments could reach their peak; consequently, leading many Americans to be extremely prejudiced against Iraqis. As a result, it has become permissible to kill hordes of faceless and dehumanized Iraqis in these video games and films, since they are viewed to be naturally born villains.

The sacred and the profane in al Jazeera's re-imagining of the umma

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THE PAPER WILL discuss al Jazeera's pragmatic approach to the sacred and the profane divide of its representation of the *umma*. While a variety of Western derived ideologies are widely discussed on the many political talk shows of the station, Islamism, as it is promoted by the TV program "Sharia and Life", shows the least diversity because it strictly insists on defending Islam against the West. In other words, there is a lack of reflexivity in the political agenda of the program. It seems that for al-Jazeera, worship and adoration go hand in hand with obedience and submission to authoritarian family or military regimes. Many scholars have pointed out that a major political goal of al-Jazeera is to serve as a medium of transnational integration, based on the premise that Arab peoples from

Morocco to the Arabian Peninsula is united by its common linguistic, cultural and historical heritage (Zayani 2005). However, one of the main characteristics of this re-imagined *umma* is that it is imagined as embracing two opposite ideologies, an Islamist and a secular one, as well as traditionalism that reflects the diversity of the traditional Islamic world and "anti-imperialism" as a prevailing disposition that primarily discards the attitude of superiority, subordination and dominion of the United States of America over the political, cultural and economic development of the Arab world. The secular stance of the station aims at discussing the translation into an oriental context of a variety of Western derived ideologies related to issues of public life, civil society,

rule of law, etc., all of which are, to a considerable degree, tried and proven models, whereas no fully non-Western ideology has yet demonstrated its capacity in this regard. Al-Jazeera's record of secularism in providing a basis for social integration into the *umma* is rectified by a religious TV-program, "Sharia and Life", that is in part dedicated to political Islam and its claim to Islamic authenticity, and its consequent ability to call forth commitment. The advent of "Sharia and Life" epitomizes a particular problem inherent to secularism as an ideology, namely the later relatively weak roots in the Muslim past. The fact that the religious program rarely takes a position on the place of the sharia clearly and diametrically opposed to secularism, and that it does not either question the Islamic legitimacy of the oligarchies of the Gulf States, makes it a less suitable vehicle for movements of protest or revolution. What "Sharia and Life" can do at best is to stress the widely shared basics.

Digital divides and the dialogue between Islam and the West: Challenges and opportunities

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FOR DECADES, THE Islamic World has been suffering from stereotypes, manipulation, distortion and disinformation. This situation is worsening after the dramatic events of 9/11 and the spread of terrorism all over the world. What did the Muslims do throughout the world to correct the misconceptions and the stereotypes? What did they do to counter "Islamophobia" and to provide an alternative to the prevailing discourse? What about the Arab media, are they addressing the Western audience with a different discourse that presents the true image of Islam and its teachings? Do they know the Western audience? How do they address it? What about Arab satellite channels, have they considered opening a dialogue with the viewers in the West? What are their contributions toward a dialogue of civilizations, cultures and religions? What did the Muslims do to bridge the gap? What about the use of Internet to promote the dialogue with the West and enhance Islamic understanding?

How does the West look at the Muslims? And how do Muslims look at the West? What are the real intentions from both sides? Is it cohabitation, understanding and dialogue, or is it conflict, misunderstanding and confrontation? Unfortunately, there are stereotypes, misunderstanding, and misconceptions from both sides. What roles do media play in all of this? Do they foster misunderstanding and confrontation by misinformation, disinformation and stereotypes, or do they help each side understand and comprehend the other? What are the causes of the failure of the dialogue? What are the solutions? What are the challenges and opportunities for a better future?

This paper addresses the issue of the dialogue between Islam and the West and how Arab media have failed to address the western audience professionally and efficiently. The media system in the Muslim world suffers from a crisis of credibility, professionalism, dependency, and most importantly freedom. The media system in the Muslim world has no identity, no strategy and no straightforward objectives to address the Western audience and to refute all kinds of stereotypes, and negative portrayal of Islam and Muslims. Unfortunately this alarming situation has negatively affected the dialogue between Islam and the West. Muslims have to invest in the mass media, cultural industries, knowledge, multimedia, Internet, and information technology to present their side of the story and to provide the Western audience with alternative views about themselves and their religion.

Types of communicative actions in Islam chat-rooms

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MAY BE DURING the history, no topic of discussion has not such been performed as much as discussion between religions' disciples with the presence, interference and taking sides of mediators. Mediators, in the role of religions missionaries, whose work are propaganda for their religion and negation of the others religions. Evidences show that, after the invention of printing and other media, these media used more or less for this purpose. Evolution of modern communication and information technologies, including chat-rooms on internet, caused that for the first time in the history such conversations done without any medium and face to face, but virtual, in a vast level. This is an important evolution that gradually may influence on intercultural communication con-

tent among various religions disciples. This article, along with presentation of the results of content analysis of some Islam chat-rooms during 36 days in July and August 2006 showed that, users of chat-rooms under impression of the two previous phases (media period and before that) are still praising their religion and negating others religions, even to the extent of abusiveness, not recognition of similarities in different religions. In the end an imagination is offered that indicates that during coming decades and during the period after Global Village, for the reasons that this article will discuss, religions cha-rooms will become more suitable space for mutual understanding among religions.

Hyper-fundamentalism? Market-mediated Islam from the halal website to the Islamic bank

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ISLAM HAS ARGUABLY a strong free-market heritage that is seldom recognized in contemporary public and academic discussions. This liberal market heritage has not always been consistent with the conventional Islamic teachings of conservative leaders, but the recent diffusion of religious authority in the Muslim world is bound to change that. In fact, media technologies like the Web and satellite television are facilitating the emergence of a new breadth of Islam in the public sphere in Muslim societies and amongst Muslims in Diaspora. Deeply influenced by the global and local dynamics of consumerist capitalism, the proponents of this new Islam are more media-savvy and less dogmatic on how Islam should be mediated than their classicist counterparts. Unlike in the politically engaged Islam, the architects of this new trend are younger Muslims with more business skills than religious knowledge. From websites advertising the latest fashions in Islamic dress and others offering halal versions to non-Islamic foods such as the Italian Salami, the German Sausage or McDonald's burger to television shows encouraging Muslims to use their religion as a success formula for spiritual self-fulfillment and material achievement, the new economic liberalism of Islam is certainly modern in its mediation, but is its substance as liberal as the form?

This paper examines how the new religious media are constructing the image of the Muslim consumer and what kind of religious identities and subjectivities emerge as a result of a purely material consumption that is religiously committed. My analysis is based on a textual analysis of Islamic commercial websites and a business advice show on Al-Risalah, a 24-hour Saudi religious channel that prides itself in being the first Islamic entertainment television. I argue that contemporary discussions that posit Islam as a resistant ideology against the materialism of Western culture are misleading because they fail to account for dynamic social, cultural and economic changes of contemporary Muslim societies.

Effects of Islamist Media on the Mainstream Press in Egypt

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THE PAPER EXAMINES the Muslim Brotherhood's contribution to the process of political transformation in Egypt, focusing on the role of the media within its political strategy. Both the mainstream Egyptian media and the media of political protest groups are elements of a public sphere that functions as an intermediary between the political regime and society. However, the authoritarian character of the Egyptian media system aims to exclude non-

conformist actors from the public sphere. At the same time, the rapid development of information technology as well as internal and external pressure on the regime to liberalize the politics and the economy has opened up opportunities for political challengers. The concept of strategic and contentious groups developed by Schubert et al. (1994) poses that successful challenge of authoritarian rule must be initiated by potent groups that are able to act autonomously in certain social or political sectors, withstand cooptation by the regime, appear as a credible alternative to a large part of the people and openly delegitimize the regime. Adapting this concept to the field of communication studies and advancing it with theoretical considerations of Tarrow (1998), Rucht (1994), Sreberny-Mohammadi (1994) and Wolfsfeld (1997), it can be assumed, that (small) media of capable contentious groups can be a powerful tool for opening up the political arena in authoritarian settings, thus setting the preconditions for a transformation process. By establishing a counter-public sphere they may contribute to pluralize political discourses and mobilize public political participation. The media traditionally reflect the Egyptian regime's strategy for responding to challengers. The effect that the Muslim Brotherhood's marginal media has on the mainstream press would suggest an inter-media influence which allows potent domestic challengers for the first time to influence public discourse. Therefore, the empirical section features a content analysis of the official Muslim Brotherhood's website *Ikhwanonline.com* comparing it to the content of five major Egyptian newspapers.

The analysis was tackled through three successive questions:

- What distinguishes *Ikhwanonline.com*'s content from other media in Egypt? Does it have a relevant different – so to say – counter-agenda?
- How does *Ikhwanonline.com*'s framing of topics differ from that of the other media?
- Does *Ikhwanonline.com* influence the political agenda of the mainstream media?

The questions were answered by applying comparative content analysis supplemented by a framing analysis and interviews with editors-in-chief of Egyptian newspapers. The findings show effects of the Islamists' website on the mainstream press. *Ikhwanonline.com* focuses on specific political and social issues aiming to mobilize collective action. It can be argued that the importance the Muslim Brotherhood's media attribute to virulent domestic topics is reflected in the agenda of the mainstream press. Both, the framing analysis and the interviews with the chief editors confirm this interpretation. The private press features the Muslim Brothers' topics and positions directly, aiming to attract the broader Egyptian public. On the other hand, the semi-governmental and the party press also react to the political positions of the Muslim Brotherhood, albeit indirectly. They create frames that are meant to counteract the program and ideology of this Islamist movement. It is too early to speak of a full inclusion of the Muslim Brotherhood in the Egyptian public sphere. But by effectively using the current technical and political opportunities, the Muslim Brotherhood has succeeded in transferring its contents and views from its marginalized media into the mainstream press, thus creating a new public space for political challengers. Their issues are present in the media even though the organization is still marginalized as an actor. Even this small-scale access to the public sphere can create a public resonance that might be able to induce future political change.

Knowledge society as a pathway to sustainable development. An Arab-Islamic cultural perspective

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UNESCO DEFINES KNOWLEDGE societies as describing capabilities to identify, produce, process, transform, disseminate and use information to build and apply knowledge for human development. They require an empowering social vision that encompasses plurality, inclusion, solidarity and participation. The concept has gained remarkable vogue in the past two decades in light of unprecedented advances in information and communications technologies. Knowledge has been equated with power and a nation's knowledge has been instrumental in defining its stature at national and global landscapes. Although the phrase "knowledge society" was coined in the late 1960s to describe the role of basic education in promoting community development around the world, its basic foundations have come to be grounded in the information and communication revolution as well democratic orientations taking shape since the late 1980s. The concept has gradually come to replace the widely-reputed "information society" phase of human development that seemed to be the successor to agricultural and industrial society phases. Knowledge societies are believed to be distinctive by virtue of possessing significant social and human components that view individuals and groups as far more than wired communities.

The introduction of knowledge society as the defining concept of early 21st Century development around the world lends itself to a wide range of variables, the mostly outstanding of which are cultural. If knowledge itself is a product of epistemological and social variables, then its cultural foundations need to be highlighted in any intellectual endeavor. After all, it is culture that not only gives rise to knowledge, but also shapes its application for human development in its broadest sense. Hence, one could also argue that if knowledge is power, then an illumination of its cultural roots would also help us gain better understanding of community progress and limitations.

This paper addresses knowledge societies in the contemporary Arab World with a view that knowledge societies are more products of cultural than technological systems. Hence, to understand the current realities and future developments of Arab World's transition into knowledge societies, we need to draw on a theoretical framework that accounts for interactions between inherited Arab-Islamic cultural variables and contemporary political, social and technological imperatives. The writer argues that current cultural policies in the Arab World seem to view knowledge societies as information societies with huge investments flowing into technological infrastructures while they show little recognition for human values. This orientation seems to go against a whole tradition of Arab-Islamic norms and practices that promote knowledge as a sacred goal whose realization would generate better moral and material living standards for the community. In this context, the writer calls for re-configuring the knowledge society model in the Arab World by shifting its focus closer to human enhancement as the basis for community development. The paper prescribes a new model that also confers more powers on the community in shaping current and future developments of knowledge societies in the Arab World. The paper demonstrates how the new model applies to the basic foundations of knowledge societies in the Arab World: the political establishment, the educational system, the media sector, and the economy. The writer brings a set of cultural Arab-Islamic values and traditions to bear on how knowledge should be applied for community development in the Arab World.

Reconstructing the enemy: September 11th and terrorism in the US press

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THE EVENTS ON September 11, 2001, were instrumental in transforming the conduct of American politics both at home and abroad. Although historically unprecedented, the tragedy itself was significant in undermining a previously extant sense of political invulnerability in the United States (US) – as President George W. Bush himself later remarked in his address to the nation, 'Americans have known surprise attacks – but never before on thousands of civilians. All of this was brought upon us in a single day – and night fell on a different world, a world where freedom itself is under attack.'

However, terrorism itself is not a new phenomenon and the ensuing global conflict post September 11th is certainly not alien to the American experience. This study inquires into the nature press coverage on the attacks in New York and Washington DC, asking if the events significantly altered local conceptions of terrorism and mediated constructions of terrorist identity. Drawing upon previous studies in agenda setting and framing (McCombs and Shaw, 1972; McCombs, 1997; Entman, 1993a 2003b; and Scheufele 1999), it considers the media an indispensable nexus between elites and audiences, and hence significant in shaping public discourse.

Based on this frame work this study aims at explicating 'terrorism' as a construct prior to and after the events on September 11, 2001. It addresses the following questions: what was the nature of press discourse on terrorism prior to, and after the September 11th attacks? What were the principal means of classifying terrorist activity during each time frame? How was the terrorist threat eventually globalised to an ideological war between a democratic 'coalition of willing' and an authoritarian 'axis of evil'?

This discourse on terrorism was also guided in part by a fear of Islamist resurgence manifested in jihad and characterised by a cultural and political antagonism to the west. However, although frequently used the terms 'Islamism' and 'Islamic fundamentalism' are rarely explicated or contextualised in popular discourse. Drawing upon current scholarly literature this study further examines Islamism in conjunction with terrorism, asking how the Islamist threat is constructed in domestic discourse within each time frame. In other words, it asks: To what extent are religion, ethnicity, and nationality acknowledged as significant components of terrorist identity? How is Islamist fundamentalism presented in each time frame, as a threat to democratic ideals? Finally, how has the construction of an Islamist threat helped in 'localising' the terrorist enemy in policy initiatives governing the emergent global war on terror? The above questions are explored through a detailed textual analysis of press reports in The New York Times and The Washington Post prior to and after the September 11th tragedy. The findings from the textual of these two national dailies are then used to critically examine the global consequences of Islamist extremism, and explore further the caveat that September 11, 2001 was truly a 'day that changed the world', (Beecroft and MacDonald, 2004; Sanger, 2001; Stankiewicz, 2005).

The emblems of encounters? Islam-Europe relations in a grinder of visual culture – discourses, simulations and myths behind

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WHAT LIES BEHIND the title of this paper is a symbiosis between two trendy interrelated lingos - those of 'postmodernism' and 'tolerance' – whose coexistence at a discursive and sociocognitive level gave rise to this study. The ideas of pluralism and diversity have always been strongly emphasized by the preachers of postmodernism; its concepts of multiple subjectivities and mobile identifications go perfectly with its betrayal of textual linearity in favour of polysemy, intertextuality and visualization of culture. Although the logic of *simulation* (within Jean Baudrillard's terms) is far too radical an assessment of modernity, it is still tempting for "professional communicators" (journalists, politicians, spiritual leaders) to draw on countless visual symbols and schemata in order to produce all kinds of free-style images and takeaway constructs of reality.

The media representations of Islam-Europe encounters is a good example of such careless messing around: both symbolic constructs are presented as different, either conflicting or complementary cultural entities, both have been constantly essentialized and subjected to extraction of single images which in turn are put into new symbolic contexts and fusions of signs in order to promote ideologies, display controversies and provoke public debates. Thus, being more than just images and less than universally recognized and naturalized image icons, many visual designs of Islam-Europe encounters have all the hallmarks of *emblems*, i.e. signs, figures and allegories that form single units of meaning and serve as symbolic representations of particular qualities or concepts.¹

The purpose of this study is to explore the cognitive structures and conceptual frames that underlie the (re)presentations of intercultural encounters of Europe and Islam. I show what symbolic choices of both paradigmatic and syntagmatic nature can be made to promote multiculturalism-related myths and ideologies, i.e. which signs, themes and motifs are juxtaposed to create new symbolic entities, and which already existing contexts and iconic clusters serve as "deconstruction sites" that provide fuel for new designs. Finally, the emphasis will also be placed on intertextual relationships, transformations and contestations of meanings that circulate between political institutions, media productions and Internet communities.

The following sources of data are used for analysis: a) the EU-related websites (esp. its audiovisual service, EUtube clips and visuals-based initiatives), b) the EBU productions (the Eurovision Song Contest and the TV-series *Muslims in Europe*), c) "debatbilder" (cartoons, comics and art) published on Internet by bloggers and artists in response to Islam-Europe related controversies.

Quantitative content analysis will help categorize and present the frequencies and co-occurrences of themes and frames within the analyzed material. In addition, Fairclough's model of critical discourse analysis as well as van Dijk's sociocognitive approach are used to grasp the textual representations (and constructions) of ideology, and their location within a broader context of both discursive and social practice. Finally, semiotic and narrative tools are employed to find structural and semantic logic behind the symbols, their configurations and depictions.

Conceptualising the accommodation of difference in online discourses on Iran's future

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LAST YEAR MARKED the centenary of Iran's democratic constitution, yet today Iran is the only country in the world to constitutionally reject popular sovereignty. Iran is a country whose future is contested, almost universally, from without, within and from the large expatriate population living around the world, and insofar as we can speak of purely indigenous movements for reform, the actions of these movements will be informed by the knowledge that there is a wider 'global' community contesting the country's future. This article focuses on the elaboration of a theoretical frame for the analysis of Iran's online politics.

Procedural or deliberative theories-more often referred to as Public Sphere theories-of political legitimacy have been firmly established as part of online democracy's theoretical stock. Certainly their explanatory impact has been significant. Yet most variants of public sphere theory are faced by two contemporary challenges: the challenge of the given (a priori normative commitments), and the challenge of the polity (who are the stakeholders?). Even the more radical democratic variants of public sphere theory require us, despite all concessions on agreement, to accept, a priori, certain democratic ground rules, if not through consensus, then through democratic hegemony. Also, there is a through going assumption that politics is territorial: the Public Sphere is a modern and territorial concept. Theories that require culturally determined normative commitments, or that rely on conceptual categories derived from Westphalian concepts of statehood-which are now losing their power to explain social phenomena-should prompt us to explore alternative theories, that might be more adept to the essentially unbounded and horizontal politics of the Internet and non-western experiences.

To this end this article explores two possible alternative approaches, one explicitly to the mediation of difference, the other an alternative approach to the establishment of a polity. Firstly, Hans Gadamer's Hermeneutic theory of the accommodation of difference, which acts through the creation of a new contexts for meaning, knowledge and understanding instead of proposing the aggregation or assimilation of pre-existing knowledge, which is more often the case in Public Sphere theory. According to Gadamer, knowledge is always incomplete and always in production and re-production. New knowledge can only be produced through the 'fusion of horizons', and not by accessing alternative subject-positions to gain an immanent view of the other.

Secondly, this article suggests that there are many parallels between theories of civil society and concepts of the public sphere, and that more often theories of civil society allow us to avoid the pitfalls that we encounter in Public Sphere theory. Though the concept of civil society has morphed through history-from being conceived as part of the state, to a symbiotic counterpart, to a sphere of resistance against state power-as Mary Kaldor points out, every generation of the concept signals a distinct commitment to improving the conditions and rules of social association and governance. The concept of civil society is by its very nature progressive, and following Gramsci, it must remain an organic concept, adapting to changing historico-material circumstances.

This article explores alternative approaches for theorising what Public Sphere theory does, but which avoid some of the problems it encounters when confronting a country such as Iran.

The democratic potentials of the Islamic theory of public sphere versus the legal frameworks of politics and media in Arab States

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THERE IS A misconception in the West and among the general public that Islamic culture is not consistent with the culture of public sphere and that of democratic life in general. For a functioning and purposeful citizenry to develop, it is argued that they must have a space in which to engage debate and make decisions. This space is thought to exist outside of the governmental sphere and the private sphere. The public sphere is seen to lie between these two other parts of social life in order to develop solutions to social and political problems. Citizens in the public sphere are meant to leave their personal concerns behind, and transcend their limited subjectivities in pursuit of 'the common good'.

This article examines the contradiction between the potentials of the Islamic theory of the public sphere in one hand and the legal frameworks of politics and media in the Arab world on the other hand. The main assumption of this article is that Arab political systems have created politically repressive atmosphere with an intense interest to control the media and the public sphere to prevent democratic transformations which is contradicting with the fundamental bases of the Islamic theory of public sphere.

A critical analysis of the main legal frameworks regulating politics and media in the Arab world along with the features of media content and performance, in addition to the analysis of what I call the Islamic theory of the public sphere will be carried out to tackle this assumption.

Equitable digitization and the human right to education: The role of UNESCO

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THIS ARTICLE EXAMINES how the right to education, as one of the principal human rights, can be realized in the digitalized world, and

what the role of UNESO is in this regard. It firstly focuses on digitization, which has evolved from a scientific revolution to the outbreak of the digital divide, which exacerbates economic disparity within the world and thus threatens world peace and security.

Nonetheless information and communication technology (ICT) has the potential to help overcome the development gap at both national and international levels and to connect those previously excluded to the rest of the world. These new technologies must be grasped as an opportunity, and should be used with great thought and care to enable us to reap their benefits at a global level whilst avoiding as far as possible their negative effects. In Islam, access to knowledge is considered as a basic right but also as an obligation, and both the individual and society are responsible in this regard, although the role of the government is greater. In the light of the 60th anniversary of the Universal Declaration of Human Rights, we should review this right in relation to new technologies, and this is at the core of UNESCO's work in education. It is in the field that the application of ICT would prove greatly beneficial, with its wide range of resources and lack of dependence on either location or the provision of expensive books, as current reality has obviously not matched the vision of education for all.

The use of ICT in education gives rise to numerous legal and ethical issues, from the ownership of knowledge to the growing commercialization and globalization of education, and ICT can be

seen as a threat to cultural diversity. In order to achieve a just digitization access to ICT must be widened, particularly through the adoption of innovative technology; multilingualism should be promoted; and local content, taking into account religions and civilizations, should be developed so that information provided has relevance to a particular society. In the absence of a global government to form policies for the common good, international organizations and individual governments must cooperate in order to fulfill the potential of the information revolution, and UNESCO

must remain at the forefront of debate and policy formation. Ethics and morals should be developed in ICT, while experts should examine the role of ICT in education. Although ICT does not in itself form a solution to the problems of access to quality education and unequal development but is rather a means to an end, it represents an enormous opportunity which must be seized and turned to the common good in order to meet the moral imperative of achieving the right to quality education for all and global access to knowledge, to avoid the world being divided into first and second class citizens.

Global media, Islamophobia and its impact on conflict resolution

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FROM THE LATTER part of the last century to the present context, the world has witnessed the powerful tool of the global media; it has been one of the major sources that questioned and defined cultures, social and political movements and has enabled the world to break through the barriers of differences. Nonetheless, although mass media has particularly played a significant role in the shaping of wars, conflicts and its resolutions, it has also often failed to reflect objectivity. Dominant global media networks have been criticized to have biases towards the political agendas of the "western world" or more specifically, those of first world nations. Examples of Hitler's Germany can be drawn from history to analyze how the media was utilized as the main tool of their propaganda. Parallel analogies can be made between the blatant manipulation of the media then and that of the media of the present time.

Similar references can be made from the media's role in post cold war and the rise of a new global threat, that of the Islamic terrorists. Since the aftermath of these attacks and the rise of religious militancy, Islam has been the focus of much scrutiny. This has been further perpetuated by the media's depiction of Islam as a representation of violence. Although many Muslims have attempted to distinguish themselves from these extremist groups that in reality do not represent the 1.4 billion Muslims dispersed around the world, the majority of Muslims are facing the repercussions and blame of these isolated terrorist acts. Moreover, the continued demonization of Islamic clerics and leaders opposing basic rights are the primary images that are repeatedly portrayed through the media. These are some misconceptions which Muslims are not only subjected to at present, but also serves as negative propaganda upon which history will be recorded.

Therefore, this paper shall attempt to primarily discuss the impact that the global media has had in portraying Islam as a religion of violence. Secondly, it will elaborate on how this has accentuated the rise of Islamophobia, whilst also allowing these terrorist groups to disseminate their message by using religion as a justification. Furthermore, it will discuss the correlation of the global media's depiction of this new threat in forming the outcomes of wars and conflict resolution. The paper will conclude by proposing a set of policies that will adhere to how the global media can rectify these negative conceptions and channel it to find solutions of peace. In order to prevent these terrorist groups from further succeeding, and to abstain from consequent wars, the paper will

use the teachings of the Holy Quran and the examples set by Prophet Mohammad (SAW) to counter these misconceptions about Islam.

Islam and media in Iran

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"Islamism Discourse" as a hegemony in Iran political atmosphere did have a direct effect in shaping, organizing and promoting of discourse and different parts of media in Iran. Discourse of Islamism defines its role with media in organization and discourse through its three main parts:

1. Liberal Islamism: which through support for freedom and democracy, defines reformist media discourse and end to produce new medias
2. Left Islamism: with writing media and speeches does have the biggest media connection.
3. Sharia Islamism: with its official media such as TV & Radio and religious ceremonies, made the biggest connection and through this way, kept its hegemony and also changed their organization.

Sharia Islamism till today is the main hegemony of Iranian media, but creation of new media made the field for creating anti-discourses, which are the result of globalization and the emerging local media environment in Iran.

The War on terror in European media space: From glocalisation to interculturality

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MEDIA REPORTING OF Islamic terror requires that threat to maintain its sinister, 'global network' dimension. It must, however, also focus on the concrete, national characteristics acquired by the threat in order for it to be seen to retain its representational authenticity. The 'Global Terror' construct is simultaneously a product of intercultural dialogue informed by the differing local/national terrorist acts (real and imagined) contributing to its articulation. This paper looks at the dynamic between these two requirements, comparing the cases of Russia, France and the UK, and examining interactions between them.

Strategies for translating global abstraction into local specificity belong to the nation building process, as European nations (re)define themselves performatively against the new terrorist Other, but also against one another, and against the United States which initiated the current 'War on Terror'. We argue that European media localisations of the international Islamist threat have three related aspects: (i) Translatability (translating the universal lexicon of 'global terrorism' into terms that resonate in the national environment in which it is deployed); (ii) Renewability (ensuring that each new incident fits a recognisable media 'frame', yet

is sufficiently 'new' to warrant the alarm that it generates); (iii) Exportability (guaranteeing that the incident can be inserted back into a revitalised global terror discourse).

The chosen countries offer a basis for comparison owing to their differences in geo-political allegiance (from post-communist Russia, through Eurocentric France, to Atlantic Britain), and in media cultures (from Russia's state-controlled Channel 1 to the French and British PSB models). At the same time, all have Islamic imperial legacies which play (differently) into the handling of the international/local dilemma (the North Caucasus; North Africa; Pakistan).

First, we will outline the shared attributes of 'global Islamic terror' (bearing in mind that abstractions are always inflected by the national languages in which they are expressed), paying attention to the influence of the post-9/11 US 'master narrative'. We will then examine a series of recent 'terror alerts' as represented by prime-time national TV news bulletins monitored from November 1st 2006 - July 31st 2007. To access the intercultural dynamic we will, for each incident, ask how it was reported in (a) the countries affected, and (b) the other 2 countries. We will investigate Translatability through lexical adaptations, figurative renditions and mediatory narratives of 'global terror'. To account for Renewability we will identify the familiar visual-verbal frames by which terror alerts are reported in each country, and the strategies used to counter predictability. Exportability will be assessed via the extent to which the reporting of the incidents in the other two countries has revitalised 'global terror' discourse.

In our conclusions we point to (i) challenges to the universality and vitality of the 'Islamist terror' construct; (ii) inconsistencies between 'universal' and 'particular' within each media system (e.g. the Russian inability to mediate between international Islamism and the actions of North Caucasian rebels; the BBC 'problem' in explaining the British-born identities of its terror suspects); (iii) the ambiguous and uneven US presence in European constructions of international terror.

Islamophobia, war on terrorism and U. S. Presidential elections

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THIS STUDY FOCUSES on the use of Islamophobic terminologies during the current presidential campaigns in the United States and its reporting on various Internet sites including blogs. The study explores how the political campaigns and their reporting in these sites add to the increasingly Islamophobic environment in the United States.

The textual analysis method is used to analyze and compare the news, feature and blogs posted on a variety of Internet sites from the start of the Iowa Caucuses to the end of the Primary in the State of Pennsylvania on April 22, 2008. The study then interlinks the terminologies used by various presidential candidates and those that have been commonly used by media in reporting the war against terrorism.

Media Production Analysis Working Group

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PRODUCTION RESEARCH: JOURNALISM AND ORGANIZATIONAL PRESSURE

Rule Regimes in News Organization Decision Making: Explaining diversity in the Actions of News Organizations during Extraordinary Events

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THIS PAPER ARGUES that research on news organization ought to move beyond the previous reliance on structural and bureaucratic routines in order to explain organizational decision making. As a way of moving beyond the previous focus on homogeneity in news organizations responses, a neo-institutional framework is proposed. The following is a case study on management decision making during September 11, 2001 in three Swedish broadcasting organizations: Swedish Radio (SR); Swedish Television; and; TV4. This article aims to explain why two of the managerial bodies (SR and TV4) made scheduling decisions that never had been applied before as a response to the terror attack, whereas SVT chose to broadcast according to their previous established policy on extraordinary events. In the context of organizational 'rule regimes', the article examines the reason for news organizations adopting routine or inspirational decisions.

Newsroom Communication and News Production: Modelling Impact Differences

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To compete with other news media for more eyeballs and advertising dollars, newspapers spare no efforts to improve news production by bettering newsroom communication. The impact of newsroom communication on news production in culturally similar and yet politically different societies constitutes an interesting case for academic studies.

The study is motivated by limited relevant literature. Few studies have specifically or fully mapped the impact of organizational communication on news production in a comparative fashion. Also missing from the previous studies is identification of multiple factors in different combinations that have shaped such impact. Furthermore, few studies have attempted to model differences in terms of impact of organizational communication on news production.

Employing a combination of in-depth interviews, surveys and follow-up in-depth interviews in that order, this study investigated six selected newspapers: three from Shanghai and another three from Singapore. Specifically, this study interviewed editors-in-chief or managing editors and surveyed sub-editors and reporters from the selected newspapers. Furthermore, this study also conducted follow-up interviews exclusively on the survey results.

Research questions addressed in this study include the following: RQ1: How influential is organizational communication on news production? RQ2: What are the differences between Shanghai and Singapore in terms of the impact of newspaper organization communication on news production? RQ3: What are the dominant factors behind different impacts of organizational communication on news production?

Guided by a theoretical framework of globalization and localization in its assessment and interpretation of the findings, this

study provided an explorative model to describe, explain and predict differences in the impact of newsroom communication on news production.

Change towards a planning and editing work process

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THE WORK CULTURE and work processes are changing in Finnish magazines. The earlier work culture of individual crafts people who master different phases of the production process have been or are being replaced by an Anglo-American style of division of labour and specialization. This can be called a planning and editing style of organizing work. The increasing role of visual quality in magazines has made an art director a new central quality manager in the work process.

Analyzing and developing work processes and newsroom practices of 12 magazines 2005-2008 show the following changes:

1. Production of layout, pictures and graphics has undergone profound changes
2. To develop journalism and the work process journalists need new concepts and tools to analyze and change the old way of working
3. Changes in the work culture challenge the identity of journalists and newsroom management.

An increasing focus on co-operative planning of stories has emerged as a critical part of the production process. Also visual stylebooks, story type guidelines emphasize the work done before journalists or photographers start their work in the field. Editing has become an integral part of writing process. Keeping up the quality of the magazines means that elaborate feed back systems are being developed.

Editorial, where art thou?: The politics of news production in Indian television

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THIS STEMS FROM a year-long ethnographic research in Media Content and Communication Services (MCCS) which owns two Indian news channels, Star News and Star Anando, part of the global Murdoch empire. I spent a significant amount of time in their Mumabi and Kolkata offices in both the editorial and corporate sections having a free reign to attend meetings, interview employees and participate in newsroom functions.

This chapter will argue that a holistic look at a television news organisation will show that there is a blurring of lines between the editorial and the corporate or business. In fact, organisations like MCCS actively seek to blur such demarcations. By an examination of the different departments in the corporate and by showing how they directly affect the editorial, I will seek to argue that categories like editorial and corporate are no longer sacrosanct and to understand news practices, an understanding of corporate policy is a must. While for long there has been a debate about corporate influence on editorial policies, I discuss a situation where corporate takes on key editorial functions. Subterfuge is not necessary, the divisions are fast blurring. Given the present political economy of media houses and the reality of surviving and profiting from advertisement revenues, the case for an examination of corporate policies and its editorial role cannot be overstated.

PRODUCTION RESEARCH: REPORTING NEWS

Survey: Producers' Perceptions of Digital Alteration in Photojournalism in Finland and Sweden

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IN THE PAST decade photojournalistic production practises have successively gone digital, but it is only in the past few years this fundamental change has completely permeated the newsroom. This change has stirred a heated discussion in the field of journalism around digital photo editing. In some cases, malpractices of digital editing of news images have led to photojournalists being fired, and some news agencies have also issued new professional codes for photo editing, adapted to meet the new digital editing techniques. For example, recent Reuters' guidelines emphasize that "no additions or deletions to the subject matter of the original image" nor "excessive lightening, darkening or blurring of the image" are allowed.

This paper presents the results of an online survey that was carried out in Finland and Sweden in 2007-2008 among editorial staff among different types of newspapers. The survey involved a representative sample of respondents including photojournalists, photo-editors and other newsroom staff who work with images. By showing example sets of unaltered and altered images, the survey mapped answers to such questions as: what are the limits of editing, what kinds of alterations in images should be announced to readers, and what effects may digital editing have on the alleged status of the "objective image"? The results show that all categories of staff are generally restrictive of making computer alterations of photographs used in a news context. However, large differences were found both between different types of images, and also what was considered 'altering' an image, and what was only seen as normal editing in order to prepare in for publication. The acceptance of alterations was much higher for feature images and photographic illustrations than for news and reportage images. Additionally, a common rule-of-thumb that respondents referred to was the dark-room principle; editing that was commonly accepted in the dark-room (e.g. cropping or changing brightness or contrast) was also acceptable when done in the computer. The results indicate that the so-called objectivity of the journalistic image seems to be an ideal that is deeply intertwined with journalistic work routines. In the one hand, journalistic photographs are documents: they are evidence of eye-witnessing. On the other hand however, professionals admit that photographs are always already edited, as soon as the topic, angle and the composition are chosen. Because of this tension, especially in news journalism, photojournalists have created norms, both expressed and unexpressed, which they use to try to approach and control the dilemma. In many cases, where new digital possibilities have arrived in newsrooms and written ethical guidelines have become out-of-date, photojournalists pragmatically form a new ethics of editing, in part based on previous rules and in part based on journalistic common sense, in order to safeguard the status of the photojournalistic image in a time when it is increasingly challenged from a number of different angles.

Moving news pictures: A converging battlefield

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MOVING PICTURES ARE more and more the battlefield of journalism. Traditional newspapers have been using the Internet for some time now. Today they increasingly also use video on their web pages in addition to written texts and photographs. In this way they are entering the field of television news reporting.

On the other hand, traditional television companies also develop their news productions in the digital era – several have established specialised television news channels, while also being active in producing for the web. In this way news organisations traditionally using different media now compete on several fronts - not only for news issues and angles, but they are available for their users through a common interface. Convergent media lead to a variety of new ways to organise production, new forms of journalistic praxis and different aesthetic forms on different platforms.

The paper deals with how the two main commercial news providers in Norway adjust to these developments. TV2 - a commercial (hybrid) television company – started a 24-hours television news channel in 2007 to be distributed through digital television, but also streamed in broadcast quality on the Internet. The country's main newspaper, VG (also the biggest news provider on the Internet) has during several years developed a range of video reports on their web-sites. In 2004 they established VGTV - a website consisting mostly of short video (news) reports. In 2007 this activity was given priority and more people were hired. The newspaper underlines that VGTV, in spite of its name, is not a television channel, but video reports that are integrated in their overall Internet and branding strategies.

The aim of this paper is to compare how an organisation with foothold in television and one with foothold in the written press converge toward this new area. Firstly it traces the historical and organisational background of these developments. Secondly we ask what kind of strategies the development of the two platforms for living pictures are based on. The paper is based on semi-structured interviews, carried out with former and present leaders of both organisations about the strategic aims of these moves.

Globalization and new structures of journalistic production. The process of international expansion of Le Monde diplomatique (1995-2007)

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DURING THE LAST decade, coinciding with the development of the globalization and the debate about its causes and consequences, Le Monde diplomatique has made its own alterglobalization both, at organizational and professional level. Between 1995 and 2007, this newspaper has gone from a prestigious media consolidated in France (160.000 copies in 1996), to a newspaper publishing nowadays 71 different editions simultaneously all over the world (38 on paper and 33 on-line), in 26 different languages, reaching an estimated print run of 2.2 million copies per month. This is an important international expansion, which has led it to become the main ideological reference in the field of the contemporary critical thinking, and everything within a context of crisis and widespread restructuring of the press in many developed countries.

The analysis of the productive process of this media presents a series of very remarkable characteristics worldwide, which monographic study is outstanding. Among them, we can empha-

size four dynamics started during this period that have formed decisively their communicative proposal:

- Stock Composition. In the french head office the stocks are present in a balanced way, Le Monde S.A. (51%), the workers association (23'6%) and the readers association (25'4%). This way it's created a model of media property that shares in a balanced way the important mechanisms of decision-making.
- Technological Adaptation. Le Monde diplomatique is a good example of new media that has been able to reinvent its communicative proposal successfully and, from a previous high quality professional background, to exploit the technological possibilities permitted by the new globalized context. Without the new technologies, an editorial project like this cannot be understood.
- Professional Structure. From the strength of the french head office, this media has developed a net structure that has permitted it to grow, combining as many elements of cohesion which preserve its editorial line, as degree of autonomy in every international edition.
- And finally, a characteristic closely related with the three previous ones. It's possible to find a strong coherence in its business approach and the values of its editorial line (independence, intellectual resistance, global perspective,...). The international expansion has not been carried out in an arbitrary way, but there is a planned attempt to relate the wish to present political alternatives to the neoliberal globalization to the innovation that represents a newspaper organized in a global professional net.

According to the main topic of the congress, Media and Global divides, and to the specific objectives of this working group, it is hoped that this communication will contextualize and describe deeply the stages of the productive process this newspaper of international reference, and the dynamics mentioned before which make it special.

Framing journalistic professionalism: Control, Power and Disenchantment in the Mexican radio newsroom

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THIS PAPER EXPLORES the attitudes and values of professionalism embraced by radio journalists in a moment of political transition in Mexico and how the news workers conceive themselves as members of a professional occupation. The main argument challenges the dominant paradigm of the liberal model of the press and its cherished notions of professionalism in terms of new values such as objectivity and autonomy. So far, the literature has almost taken for granted journalistic professionalism as necessarily associated with being autonomous, impartial, objective, editorially detached, balanced, factual and to exert a watchdog role in scrutinizing the political power. These are characteristics so often attributed to Western, industrialised societies and the notion of public sphere. As these notions has remained almost uncritically challenged, and universally applied to societies with different contextual transitions to democracy, not only in the actual practice of journalism, but mainly in the epistemological and ontological construction of the occupation, my paper claims that for most of the practitioners, professionalism is a notion deeply entangled in ongoing struggles of self-projection and a highly subjective construction, depending on whether the journalist is a presenter, a reporter, a producer, a manager, an editor or a copywriter.

Following Soloski's (1989) critical approach to professionalism, this paper explores the notion of professionalism as a mechanism to mask control, discipline, and to sustain hierarchy in the newsroom. It explores how Mexican radio journalists interiorise and deploy their understanding of professional performance in terms

of organisational goals, and based on cultural codes and conventions emanated from the historical setting of the country. For instance, it analyses the way in which long-lasting live news programmes generate a rank-and-file system of relations where professional values are shaped in terms of succeeding as an individual and not necessarily as a member of an occupation, and where the presenters play a highly influential role in dictating not only the editorial policy, but also all the routine and the division of work and the perception of "good" or "bad" professional behaviour of their team.

The paper outlines the cycle of organisational journalistic professionalism where values such as adaptation, recognition and rewarding overshadow the dominance of the world-accepted paradigm of professionalism, in a moment of ongoing struggle for individual recognition and negotiation of the self-identity. Likewise, prestige, competition and attachment or detachment to a culture of collusive relation to the political power is seen a sign of (un) professional behaviour in other type of positions such as reporters. By doing so, the paper aims to draw on the necessity of focusing on the analysis of journalism culture and its entrenched terrain in order to understand a particular setting, rather than to try to assess it in relation to pre-conceived, rigid notions of liberal values that rather seem to be re-enacted and re-invented according to the local cultural drivers and historical context.

The paper is informed by empirical research based on 50 in depth- interviews with journalists from seven national radio organisations in Mexico City working in different positions and occupations.

PRODUCTION RESEARCH: ONLINE JOURNALISM

From print to web – intervention in a newsroom

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THERE IS A lot of talk in media organization and trade journals about the effects of convergence in the media business and its effects on journalism and journalistic work. However there is still little empirical research to open up the black box of how the daily work is changing in the newsrooms. The identity of journalists is also changing as well as their relationship to the audience in the dialogical web sites.

In a research and intervention project called Mediaconcept Laboratory in a Finnish quality newspaper fall 2006-spring 2007 the first phase was to change the newspaper to a web-to-print model (W2P) in which news would be published first in the redesigned website. The printed newspaper would then have to search for some new functions besides publishing summaries of "yesterday's news".

W2P was a new concept in the newspaper and meant changes in the way people work – everybody was at first expected to write both for the website and the printed paper. The new website was supposed to eventually attract ten times more readers than the Papers readership was. This in turn meant that the content, the ways of writing and the layout of website would have to be redesigned to attract a much larger audience. The aim was also to engage the audience in a dialogue with the journalists and to provide a opportunities for forming communities by offering a platform for blogs, discussion groups and news stories by the readers. The new web site included e.g. blogs written by the journalists, outside experts and the readers, the possibility for readers to comment the stories and vote for the most interesting or valuable ones, journalists participating in the online discussions etc.

One of the hotly debated issue in the newsroom was the idea of establishing a dialogue between journalists and readers which was seen by many journalists as a threat their identity as serious news journalists and their authority as interpreters of important events.

Mediaconcept Laboratory is a developmental intervention method based on cultural historical activity theory. It is a participative method consisting of 5-10 sessions lasting 2-3 hours where journalists discuss their work between themselves and with the newsroom management - what should and could be done, who for, how and most importantly why. After discussing, debating and understanding the values and goals of the publisher, needs of readers and the journalistic culture the focus of change efforts is moved on how to improve the journalistic quality and work processes in the daily practice of producing journalism.

In this paper I present the notion of a media concept, which is a theoretical construct and also a tool for analyzing, understanding and changing media practices. There is a need to research the changes in societal situation, publisher's interests, journalistic culture and audience needs through an integrated approach that focuses on the negotiations and practices in media organizations and different interests.

Online journalists in Spain

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IT IS A fact that Information and Communication Technologies (ICT) influence the way of creating and distributing the social knowledge. In the same way, both the professional ideology of the journalists and the organizational structure of media are also conditioned by these new ICT. This is specially relevant in the so-called Digital Media. From that point of view, studying the changes that every technical advance impose on the communication processes becomes a key duty for researchers.

After analysing the individual media workers, the media routines, the organizational structure and the influences from outside of media organizations, following the hierarchy of influences created by Pamela Shoemaker and Stephen Reese, we now focus on the fifth level: how the ideology and the connections with power influence in the settings of the online journalistic professional culture.

This paper aims to accomplish several goals:

1. How each one of these previous dimensions (individual, newsrooms, organizational and external) affects in what Todd Gitlin calls "systematic mechanism of the massive assent to the established order", that is to say the natural assimilation of a system of interpretations of common sense across the relation constructed between the means and the society. This analysis focuses on how such assimilation is produced when the society turns into a net of points interconnected and endowed with an increasing degree of interactivity and a few much more abundant informative and counterinformative flows.
2. To analyze transformations the Internet is imposing both on the thematic specialization of journalists and, from that point of view, on the professional profile that is demanded of the new journalist.
3. At the end, these three goals drive to study the emerging new functions of journalists and journalism.

To accomplish these goals, we used two different methodologies. First, we carried out in-depth interviews with editors in chief of the most representative online media in Spain (Cadena Ser, Prisa.com, 20 minutos, Vocento, Libertad Digital, El Mundo, Antena 3, Tiscali, Madrid Diario, Cadenacope.es, Telecinco.es, Efe.es, El periodista digital, Europapress.es, Radicable.com, El Confi-

dencial, Ya.com, La Vanguardia, Telenoticias.com, Vilaweb and Informativos.net).

Taking their answers as a point of departure, secondly we prepared a questionnaire that was distributed among the journalists in all the online, journalistic media existing in our country in the date of the work (end of 2005, beginning of 2006).

This paper constitutes a part of a bigger research project named "Journalism and the Internet: newsmaking and professional values", supported by the Rey Juan Carlos University.

The versionality of Online News: Tracing the production practices of on- line news through text analysis

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IN THIS PAPER, we explore Online News flows and the ways in which they can be said to reflect the technology and professionalism embracing the production of them. Two major news sites are in focus: The New York Times (NYT) and The International Herald Tribune (IHT); two news products that are intimately connected to each other in terms of content, form and production, but deviating with regards to their respective preferred audiences. In a previous study (Kautsky & Widholm 2008) we have argued that speed and immediacy are important characteristics of contemporary online news; content is simply published and re-published in ways which was impossible just a century ago. As a response to the pressing need for new methodologies and research techniques, adjusted to fit the 'versionality' of online news items, we launched what we chose to call Regular-interval Content Capture (RICC), an approach by which the development and life of an online news story can be studied in detail, focusing on how it is produced, edited, updated, changed and transformed as a consequence of new journalistic production practices.

Consequently, the purpose of the study is to explore the relation between technology and mediated symbolic forms in online news flows. NYT and IHT together with the RICC approach provide us with an empirical material representing different contexts for production and consumption of news, which is also lend it self very well to diachronic analyses of the versionality of news items published online. The time-stamped versions of each of the studied sites were analyzed quantitatively, for variables such as update frequency of various elements of the pages, and qualitatively, focusing on the media representations vis-à-vis the technology available for producing them.

The analysis show that between sites, large variation in production technologies as well as different strategies for localizing news were seen in the use and updating of symbolic forms, as both visual and textual content vary when news are adapted to different audiences and markets. Furthermore, the study found great internal variation within news sites and within single news stories over time, underlining the importance of acknowledging the processual aspects of news, as well as the relation between production practices and content variation over time.

Another breach in the wall: organizational dynamics of today's news ecology

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IN THE DIGITAL age, news gathering and news processing practices are undergoing some fundamental changes. The lines between what were once discrete steps in a classical industrial

production process blurred. Producing a newspaper on different platforms requires the coordination of different activities, each subject to its own – largely historically constructed – professional logics. In order to adapt adequately to the changing news ecology, innovative newspaper companies need to rebuild their organisations and foster dialogue and mutual understanding among different actors and departments. To bridge the contradictions between the converging professional logics in today's newsrooms, change management needs to go much further than just introducing new skills to newsroom workers...

This paper focuses on the organizational dynamics of news production in a digitalised newsroom. It analyses the post-Fordist news production process from a collaborative perspective, focusing on the contradictions shaping the relationship between the converging professional logics. What are the contested fields of negotiation between the new and the more 'traditional' fields? How do these fields relate to each other (hierarchically) and how does this characterise the way decisions are taken and choices are made?

Empirical data from a four-month-long ethnographic case study in a Flemish newsroom – setting up a regional news website – will be analysed. Activity Theory, a multidisciplinary conceptual framework from labour and organisational sociology will be applied to the news production process. This conceptual model allows to study networks of practices while also taking human agency into account.

PRODUCTION RESEARCH: CONVERGENCE AND NEW GENRES

Organizational Adoption of Core Production ICT: TV News Digitalization in Singapore

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DIGITAL NEWSROOM TECHNOLOGY that has been implemented by an increasing number of TV stations worldwide allow news workers to create diverse content with visual aids, share audiovisual resources, as well as easily repurpose and distribute digital content over multiple platforms. It not only transforms TV news production process from tape to tapeless, but also influences news work, roles, organizational structures (Chen, 2003; Chou & Ju, 2005; Yen, 2005), as well as collaboration (Lin, 2006). Only a few early adopters have conquered the challenges in digitalizing TV news (Lu, 2005; Ke, 2006; Lin & Davidson, 2007). Considered as a core production ICT in organization, digital newsroom technology has characteristics of high cost, high learning barrier, and high user interdependency. Its adoption is mandatory (Rogers, 2003), which differs in theory and practice from personal-use technologies studied in classical diffusion theory (Fichman & Kemerer, 1997; Orlikowski, 1993; Gallivan, 2001).

Studying TV news digitalization in Singapore aims to examine critical issues in this core production ICT's adoption process, implementation strategies, innovation responses, and outcomes. Singapore is the 5th advanced digital technological development country globally (2007 ITU's Digital Opportunity Index). It has a unique TV news ecology that single TV station, MediaCorp, produces four-language newscasts (English, Chinese, Malay, Tamil) and one 24/7 news channel to serve multicultural domestic needs as well as South Asia audience. To improve multi-language news production and replace obsolete VTRs, MediaCorp decided to adopt Thomson Aurora System in 2007. Its technological estab-

lishment and large-scaled training were finished in early 2008.

In December 2007, under the guidance of a refined adoption process model, this case study collected qualitative data by overtly observing the dynamics of newsrooms and training, and by in-depth interviewing with MediaCorp's managers, representatives, and news workers in various divisions. The results show its adoption process has passed the initiation stage (agenda-setting, matching, episodic change) and, until January 2008, is situated in the implementation stage (establishment, reinforcement). Relative advantage, compatibility, reliability, complexity, and cost, were the main factors that determine the primary adoption. As for mediation activities, divisional training and communication were crucial to diffuse this production ICT. Radical changes in news production involve footage ingestion, nonlinear editing, server broadcasting, and digital archiving. The implementation also leads to adjustments in work, roles, collaboration, and organizational structure. After news covering and scripting, journalists require editing news clips nonlinearly, but they prefer multitasking to obtain content autonomy, reduce production time, and enhance news immediacy. Despite the technological resistance and deadline pressure, the initial innovative responses in MediaCorp are fairly positive, as users regard digitalization as an effective solution to end tape problems among multiple news teams.

Behind the web an exploratory study of the production of Swedish university web sites

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DRAWING UPON THE analytical framework of "the production of culture perspective", this paper investigates how the form and content of Swedish university web sites are affected by the production milieu in which they are produced. "The production of culture perspective" suggests that there are six constraints that are very much shaping the content of symbolic products; technology, laws and regulations, organizational structures, industry structures, market, and occupational careers. This paper is focusing on the three first mentioned constraints. There is a rich body of research on the various aspects of the Internet, the web, and other forms of media, and on the reception and interpretation of new media artefacts by the user. Studies on the production of web sites are, however, fairly unusual within the context of media and communication studies. Based on a quantitative content analysis of the home pages of nine university web sites from the period 1996-97 to 2005, this paper documents changes in the form and content of the web sites, such as links, headings, and body matter becoming more focused on marketing, as well as an increasing need for different kinds of navigation aids on the web sites. In addition to this, the paper presents the results of fifteen in-depth interviews with informants working at various levels of the "web organization" at Swedish universities. Using "the production of culture perspective", together with previous research on media production in general, and literature on more specific areas, such as organization theory and communication, and media and technology, this presentation is followed by a discussion and analysis of structural, production related, factors, focusing on technology, law, and organizational structures, and their affect on the form and content of the web sites. My findings suggest that these factors function as constraints, as well as facilitators for the form and content of the web sites; e.g. the width of web pages increases in correspondence with the increasing number of larger, high-resolution, displays used by the user; local policies and strategies decides the content to be focused; and a consistent form and layout of the university web sites are inhibited by the organizational structures and lines of command.

Customizing radio

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The digitisation of music has not only resulted in the widespread and much debated practice of file sharing and downloading of songs. The possibility of distributing music on-line has also given rise to numerous services for the live streaming of music. This has mainly been seen as creating improved radio, which can be customised, resulting in a wider range of personalized radio stations (one example of such a service is Lastfm). Or as constructing music feeds designed by collective intelligence rather than by music directors or other expertise, which is why Lastfm call their services the "social music revolution".

Traditional FM-stations however also use these technologies in order to stream their regular broadcasts and to offer additional streams aimed at niche audiences. Through the software iSelector used by many radio stations, it is possible for the listener to compile a unique playlist. By interacting with the software the listener indicates what he or she likes or dislikes by marking songs as they are played in the feed.

When adopted in this way by traditional radio stations, this customization can also become an effective way of conducting research in music. A research that previously was expensive as well as time consuming. By using iSelector together with the Selector music scheduling software used for programming the regular radio feed, the music director can monitor the listeners' preferences and follow their 'likes' and 'dislikes' in real time on his or her computer screen.

This is just one example of how mass customization can be implemented through new technology and how it contributes to blurring the boundary between audience participation and monitoring of the listeners.

This paper, in an explorative manner, examines how a number of such digital and interactive technologies used for customising are implemented within radio broadcasting. The paper addresses questions of how the producers justify the implementation of these technologies; the expectations the producers have of the technology; and in what way, if any, the technology seem to change the relationship between the producer and the audience from an institutional perspective.

The empirical data is generated through interviews with producers and ethnographical fieldwork at the radio stations' of the Swedish media company, MTG, which operates mainly in the Nordic and Baltic countries. As well as analysis of promotional material and interviews with programmers and developers of internet services and software that facilitate participation from the listener.

Social Implications of the Enhanced Efficiency of TV News Production

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TECHNOLOGY IS AN indispensable partner of TV news. The form and content of TV news are largely determined by the available technology of newsgathering, production and dissemination. In recent years, with the emergence of the Internet and digital communication technologies, there is a sea change in the TV journalistic practice. Based on an empirical study in Hong Kong, this paper puts this change under scrutiny and explores its social implications. New communications technology brings with its major benefits for TV news organizations, but also imposes great

challenges on working practices and routines. Previous studies basically adopted a production perspective. They focus more on how the new technologies have changed the work flow of TV news production and alter the job of TV reporters. But this study makes an attempt to examine the topic from a social perspective. The study on the one hand examines in what ways the new communication technologies affect the efficiency and quality of TV news production. On the other hand, it investigates how these technologies affect TV journalists in carrying out their social tasks.

Theoretically, this study grounds itself on functionalism. Methodologically, it collects the data through survey and in-depth interviews. The study was carried out in April 2007. Questionnaires were sent to all five television news stations in Hong Kong and 103 TV journalists filled out the questionnaires. The return rate was 82.4%. In addition, 14 high-ranking news executives including news directors, senior editors, and assignment editors were interviewed. Findings of the study show that new technologies have greatly enhanced the efficiency of TV newsmaking in all four aspects: reporting and information collection, editing and production, news transmission, and archive storage. With the assistance of the new communication technologies, TV journalists can cover news any time and from any place. The space-time barriers have collapsed. However, consensus has not been reached by TV journalists about the improvement in content quality. Many respondents recognize an improvement in TV news content but some still worry about that efficiency has been gained at the expense of accuracy and in-depth reporting. Regarding the social roles of TV news, the introduction of new technology is viewed as a blessing more than a curse. New technologies are regarded as enabling TV journalists to do a better job in social surveillance and monitoring the government. As TV news becomes more immediate, more intimate and more public, the political environment is believed to be more transparent. Highly efficient TV news reporting can urge government officials to quicken their pace of responding to public demands and handling social crisis. Although journalists think that new technologies' contribution to their social policy interpretation and public education is less obvious, they still have positive views on these aspects.

Findings of the study indicate that organizational culture and organizational resource are major factors affecting the influence of new communication technology on TV newsmaking. As frontline journalists become more multitasking, they need better training and more support from the management.

PRODUCTION RESEARCH: DOCUMENTARY AND PUBLIC MEDIA

The Spirit of Public Service: Self Understanding of Public Broadcasters in British and Danish Television Newsrooms

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RESEARCH ON PUBLIC service broadcasting tends to highlight norms and values at the strategic level. This paper explores 'public service' as an institutional logic guiding the everyday practice of journalists. The theoretical framework draws on Pierre Bourdieu's field theory and recent works on cultural production and news work.

Through fieldwork and interviews with Danish and British reporters/editors from DR 1, TV 2, BBC 1 and ITV we identify three components of a strong public service spirit present in the journal-

ist's understanding of the self: mass audience orientation, democratic responsibility and unbiased reporting. These three components can be found in both British and Danish newsrooms suggesting a trans-national, institutional spirit of public service. At the same time, the three components are interpreted differently from newsroom to newsroom suggesting different practices depending on the organisational culture of the news cooperation.

"We need a certain angle!" An ethnographic study of the development process of television documentaries

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THIS PAPER ADDRESSES the development process of documentary programmes and explores how production factors influence the creation of documentary content. In the context of global economic integration and liberalisation, cultural production has been dramatically transformed, altering the production context and broadcasting environment for documentary producers. The introduction of new communication technologies and the development of a global television market place for documentary programmes have added to changes in documentary production. As a result not only the production but the content of documentary has changed, visible for example in the rise of reality- and celebrity-based non-fictional programming and the dominance of formatted programming. This paper focuses on the power of the producer to shape media content and asks how this power is negotiated within the current broadcasting commissioning system.

Drawing on literature in media production, cultural production and documentary theory, the paper distinguishes production influences on three levels: the inter-organisational, the organisational, and the subjective level, and analysis their impact on the development of documentary television content. Within these three levels, the following questions are asked:

- Firstly, in what way does the power relationship between independent producers and commissioning editors in the broadcasting commissioning system influence the documentary text during the development process? (inter-organisational level)
- Secondly, what are the effects of organisational hierarchy, working conditions, and new technologies on the documentary text during the development process? (organisational level)
- Thirdly, how do individual preferences; knowledge, values, and beliefs; and ethical principles of the involved actors influence the documentary text during the development process? (subjective level)

In the tradition of ethnographic media production studies, a combination of media ethnography and semi-structured interviews is applied to answer these questions. Independent production companies in Great Britain and Germany form the basis of a two-month participant observation complemented by interviews with media practitioners such as producers and commissioning editors. The paper will discuss the initial findings of the research project which is currently in the ethnographic fieldwork stage. These initial results confirm an editorial power bias in favour of the commissioning editor, and highlight the influence of time and pressure for success on the workers and their products. In addition, the main influences on the selection of specific contents are discussed.

From news values to entertainment values: How studying the production of reality show could help to understand media content

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ALTHOUGH THIS PAPER presents results of a research on the production of reality show formats, this paper is going to move within the theoretical framework of sociology of journalism. Starting so from a sociological point of view and using theories and tools from a sociology of journalism, the research (based on in-depth interviews plus participant observation) observes the peculiar routines and daily practices implemented by different media workers involved in the production of 4 different programmes of reality TV for Italian broadcasting (Big Brother, Farm, Music Farm and Celebrity Survivor). The production of this kind of television formats - at least for Italian broadcasters - resembles evidently the construction of news. We will consider formats as a kind of primary definition (Hall 1978; Schlesinger 1990). During the entire process of production - from those who buy formats at Mipcom or Napte to cameramen - all practitioners have to deal with this primary definition; as in the case of sources for newsmaking the way in which this primary definition will be shaped is a matter of power among ownership and editorial line and all practitioners involved in production. At the very beginning of this paper we will try to detail some different aspects of this process. In which way media broadcasters decide to select one format and cross out others? Who produce a format and what kind of practices do media practitioners use? Following through this similarity with production of news, when this kind of show comes to its kick off, we can affirm that media workers inside production - similarly as journalists in newsmaking - have to select and compose a narrative from 24 hours of shoot (writers often should work with 24 hour of shoot for every single program production owns). In order to manage this job -this selection of shoot and its construction in a narrative - intervene two groups of figures: entertainment gathers and entertainment processors (Bass 1969). We will describe routines and logics through those gathers and processors use to work. At the same time we will try to point out what we have defined entertainment values. As news values (Altheide 1976; Gans 1979) entertainment values help media workers in order to select all events happened and shoot to compose them in a coherent narrative. We will conclude this paper trying to discuss the relation between news and entertainment values.

PRODUCTION RESEARCH: IDENTITY

Women and Mexican media industries: a complex relationship

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RESEARCH ON MEDIA ownership and its implications in the production routines and the contents, shows a deprivation as well as a discrimination relationship of women from media industry.

This is why, regional conferences, that have summoned women from the academic and communication fields as well as specialists and members from media organization from over 80 countries in Bangkok (1994), Quito (1994) and Toronto (1995), as well as the Fourth World Conference on Women (Beijing, 1995),

aim explicitly at the need to increase the participation of women in the property, production and decision on contents.

In this sense, the objective of this paper, is to provide, from a Feminist theoretical perspective, an overview of the relationship of women with Mexican media industries: as owners, as media workers and as producers, including their participation in alternative media.

By answering the question? What is the access of women to Mexican media in terms of property, production and participation in taking decision processes?, preliminary results of this research show that women are almost non-existent in the media property. A higher concentration of women can be found in the creator, reporter and editor level, nevertheless, the number does not reach 25 per cent. What we know, is that women who reach this field, have to deal with lots of barriers which obstruct and even prevent their development inside the media industry – such as: sexual harassment; work practices; the unequal treatment received by women in terms of work recognition and remuneration; and the glass ceiling. As a response to their marginality from media industries, Mexican women have impulsed alternative forms of communication. Through video, radio and the Internet, they have been able to develop their work as creators and producers in order to introduce in the agenda the issues of women agenda.

The importance of researching in this line, is expressed in the possibility to analyze the direct relation between the media ownership and contents produced. In this sense, we consider that one way to drive contents which reflect the issues and actions of the female agenda, that circulate the ideas and perspectives of women, and that serves as a vehicle to gain public voice, presence and influence, is by increasing their participation in these industries. This is why we acknowledge that media are not only a key piece for the progress of women, their empowerment and development in all areas of life, but also for their freedom and knowledge.

The final purpose of this paper is to contribute to the development of feminist scholarship in Communication Studies. At the same time, it is a political response to women's liberation movements to claim for an equal world.

Diversity Drive – Ethnicity and Newsroom Cultures

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THIS PAPER CONCERNS the efforts to change editorial organization patterns, newsroom cultures and re-define journalistic missions regarding ethnic diversity. The paper draws attention to the institutionalised nature of news production as well as to the responsiveness of media organizations to an increasingly diverse society. It is based on the first results of the research project *Mångfaldslinjer: Journalistisk produktion ur ett mångkulturellt perspektiv i Stockholm och Berlin* (Lines of Diversity: Multicultural perspectives on Journalistic Production in Stockholm and Berlin), started in 2007. The study suggests that ethnic diversity is a considered factor in the formulation of new media strategies to attain new markets and audiences.

In Sweden 13 percent of the population is foreign-born, whereas the percentage for Stockholm is 20. The portion among the journalists is 5 percent. This paper presents interviews with journalists of migrant background in the Stockholm region and with newsroom managers of three Swedish media organisations, namely *Södra Sidan*, *Svenska Dagbladet* and *Sveriges Radio*. The newspaper *Södra Sidan* (On the South Side) is a free sheet launched in 2006. It can be described as a primarily mission-driven paper putting public journalism into practice. The *Svenska Dagbladet* is one of Sweden's largest newspapers. It recently introduced a new diversity program that can be viewed as part of

the newspaper's marketing efforts to increase the circulation in its core readership. *Sveriges Radio* (SR) is the Swedish public service radio broadcasting company. The goal expressed in its policy is to reflect the ethnic diversity of the Swedish society in the company's programming.

The newsrooms managers all agree on the importance of diversity efforts.

They comment that diversity is necessary for the company's success and essential to the public interest. They also identified the downsized newsrooms in recent years as a hampering factor to diversity.

The foreign born journalists point to the dissonance between the goals expressed in diversity programs and their practical implementations. Many of them are critical of the job their company is doing to improve diversity in hiring and in content and are not convinced that they have equal opportunities for advancement. The journalists believe that adaptation to the organizational culture is required if you want to succeed. They are also aware of expectations to introduce alternative subjects and sources and oppose the role as the caretakers of migration issues. Several point to the difficulties in transforming standardized professional practices.

The art of organizing news production in a transitional society

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AN ETHNOGRAPHIC NEWS production study conducted in Albanian and Serbian news media organizations in Kosovo shows how journalists live and work under multiple pressures, rapid change and risks. Risk theory is helpful in analysing how journalists and news organizations find pragmatic solutions in news production. Producing news in a fast-changing, highly politicized society, offers multiple challenges. Journalists and editors face constant demands of 'professionalism', loyalty, economic hardship and political pressure. There is a mutual scepticism and dependency between the journalists and their sources. At the same time, the close-knit, post-war society, there exist personal ties between workers in the 'social establishment' and the news media due to common war experience in the past.

"I am the token Turk": Experiences of journalists with migrant backgrounds in German newsrooms

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THE PAPER PRESENTS the first results of a case study conducted in the frame of a larger research project on ethnic diversity in German and Swedish newsrooms started in January 2007 and funded by the Baltic Sea Foundation, Sweden. My paper is based on semi-formal interviews with journalists with migrant background from the first and second generation about their working conditions, career possibilities as well as possibilities to influence the news production in German newsrooms. Starting from the assumption that the work of most of the journalists is about selection, conclusions and judgments, the paper attempts to consider that individual factors influence the news decision of the journalists. In my project I want to discuss how the journalists experience their individual migrant background in mainstream news media, which are characterised by under-representation of journalists with different ethnic origins and a news production emphasizing group polarisation by focusing on various threats and problems

caused by immigration. The research project focuses on the media production level and wants to empirically examine how ethnicity functions according to employment, job conditions, and professional values.

PRODUCTION RESEARCH: DRAMA AND ENTERTAINMENT

Online Game Companies as Media Institutions: A Case Study on The Legend of Mir II

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DIGITAL ENTERTAINMENT INDUSTRIES, symbolized by online games, have become a mainstream entertainment form internationally. The rise of gaming in China inevitably operates as an index of the burgeoning Chinese creative industries. Although nascent, creative industries have become increasingly important to national policy agendas in China in recent years, which will undoubtedly affect the milieu of global creative industries. As a promising creative industry, online games emerged in China seven years ago. The burgeoning phenomenon of online game companies as media institutions cannot be ignored. One MMORPG in particular, *The Legend of Mir II*, has created quite a gaming phenomenon in China. Taking *Mir II* as a case study, this paper explores the political economic dimensions of the production and circulation of this dominant online game. Some of the underlying questions revolve around defining the key aims of the online gaming industry, and how these manifest in the production and circulation. The role of companies in this cultural circulation will be examined through the model of *Mir II* to show synergies between the developer (Wemade Entertainment Co., Ltd.), the publisher (Actoz Soft Co., Ltd.) and distributor (Shanda Interactive Entertainment Limited). In turn, the paper considers how this transnational industrial arrangement operates to demonstrate the ways in which *Mir II* is produced and circulated both globally and locally, to identify specific localization processes at play in the context of the Chinese market and culture. To gain a better understanding of online game companies, this paper draws on in-depth interviews with three managers from Actoz, Wemade and Shanda respectively. Due to the particularity of online games, part of the analysis is on the basis of the author's personal experience of playing *Mir II*. Incorporating personal experience with participant observation allowed the author to gain a better understanding of the game, verify and supplement the information gathered from interviews. By illustrating the successful strategies of the three transcultural corporations in the global online games industry, this paper explores the institutional factors that influence the creation of games in China. To spread risks, the companies expand their business globally. The strategies utilizing "cultural proximity" to domesticate and localize the game are driven by the company's desire for profits. *Mir II*'s distributor, Shanda, has played a vital and creative role in the domestication process and has made the success of *Mir II* within the Chinese context possible. Shanda keeps merging other corporations within the chain of the online game industry and extends its business reach outside the industry. Due to the special features of MMORPG playing, the management of the virtual community of gamers has become an integral part in the services provided by the distributor. Incorporating the regulation in the Chinese market into its corporate culture, Shanda is also an example of upgrading online games to mainstream culture in order to ensure its success. *Mir II* and many other dominant imported online games in China are from South Korea,

which is a characteristic phenomenon in the Korean Wave in East Asia.

Imagination and censorship, fiction and reality: Producing a telenovela in a time of political crisis

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TELENOVELAS, LONG CONSIDERED by some "the most watched television genre in the world" (McAnany & La Pastina, 1994), are melodramatic serials that focus on a central story of heterosexual love plagued with misunderstandings and obstacles. These melodramas seem an unlikely arena for political discourse. However, political commentary has been present in several Brazilian telenovelas (Straubhaar, 1988; Porto, 1998; La Pastina, 2004), and in Venezuela's *Por Estas Calles* (Hyppolite, 2000). In 2003-2004, Venezuelan telenovela *Cosita Rica* took the stage alongside the country's political crisis and deep polarization around the figure of President Hugo Chávez. In addition to the usual love stories, *Cosita Rica* included characters that were metaphors of the protagonists of the political scene, (including a character allegorical to Chávez), plots that reflected the invasion of politics in Venezuelans' everyday life, and a storyline that mirrored the presidential recall referendum of August 2004.

In their examination of telenovelas, most scholars have focused on the audiovisual text and/or its reception. Production is seldom studied due, in part, to the secretive nature of the telenovela industry in most countries. In contrast, this paper examines how *Cosita Rica* was produced in a time of political turmoil. It is an open window into the secret life of telenovela production through which we are able to observe the writing and mise-en-scene processes, and how the commercial demands of the genre (high ratings), the audience's readings, the entertainment press' comments, and the government's censorship played a fundamental role in *Cosita Rica*'s production.

My study draws on cultural studies' Circuit of Culture (du Gay et al., 1997) and Jesús Martín-Barbero's concept of mediations (1987), as it mixes in-depth interviews, participant observation in *Cosita Rica*'s set and locations, and textual analysis to understand the production process from the perspective of those who worked in it. Although I do not skirt aspects traditionally studied by political economy such as the economic relations and organizational structure of the telenovela industry, my work agrees with Paul du Gay (1997) and Keith Negus (1997)'s argument that understanding the economic processes and structures is not enough, and that we must also study processes of production as cultural phenomena, since they are "assemblages of meaningful practices that construct certain ways for people to conceive of and conduct themselves in an organizational context" (du Gay, 1997, 7). Therefore, this paper is equally focused on the culture of producing telenovelas, as it is on the production of *Cosita Rica* as a cultural form in a time of political crisis.

Reaching New Audiences through Drama Production and New Platforms

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IT HAS BECOME all but mandatory for popular TV series to appeal to viewers with extra-broadcast content, offering television new opportunities to intensify its intercourse with fans and the proliferation of its texts. The use of extra-broadcast content has been frequent in both entertainment and factual programs, and is more

and more used in drama production.

Swedish public service television (SVT) made in 2007 two drama series where extra-broadcast content, primarily through their web site, were integral to the broadcasted show: the mini-series *Sanningen om Marika* (The Truth about Marika) and the beginning of the long-run series *Andra avenyn* (Second Avenue).

During the spring of 2008 we are studying the production process of *Andra avenyn* in order to analyse the production. We are looking at how the series are used by SVT to test new approaches to knowledge and skills, that is, the production unit as a mean of recruitment and development of new knowledge and skills, as well as new modes of transmedia storytelling, by distributing relevant narrative content across a range of media platforms, as ways of reaching and involving a young audience.

This paper will consider the combination of economic and creative motives involved in the production process, but also raise questions about existing understandings about the form, use and function of public service television.

It is the first case study of a larger project on the transformation of Nordic television drama production, where also issues of financing, branding and scheduling practices will be used to analyse questions concerning cultural labour, audience-hood and the community forming roles television are playing.

Production as reception? A Theoretical Approach to a Production Analysis of Television Satire

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RECENTLY, CONTRIBUTIONS TO research in the growing field of media production analysis have stressed the importance of form, representation and genre in the analysis of production processes and in the analysis of changes in a specific field of media production (Frandsen, 2006; Cottle, 2004; Ytreberg, 1999; Dornfeld, 1998). Consequently, production analysis seems to be moving from what can be termed as a socio-centric approach towards a more communicative and media-centric approach.

The more communicative and media-centric approach has put weight and focus on the creative and innovative work of media

producers. But it has also pointed to a discussion of how different genres demand different theoretical and methodological approaches in understanding the demands put to the producers. Frandsen (2006:51) argues that to a large degree the production process is structured by genre, and this means we need to understand the communicative intentions and characteristics of genre when deciding on the theoretical and methodological approaches to a specific production analysis.

This paper aims to support that claim by introducing the motivation for as well as arguing a specific theoretical approach in an ongoing production analysis into the development of television satire in Denmark. Television satire has since 1968 been an important genre in the entertainment profile of public service television in Denmark (Bruun, 2007). The genre has throughout its history been developed in interplay between the forms of a transnational media culture and a national socio-political and cultural context (Wagg, 2002). Furthermore, the genre is deeply dependent on the innovative, interpretative abilities of producers, editors, writers and performers to offer the viewers a critical, comprehensible and, most importantly, funny diagnosis of a shared socio-political and cultural reality. During the last 10-15 years the programmes have undergone big qualitative and quantitative changes alongside changes in the production environment, most prominently the growing media competition for specific audiences, technological changes as well as organisational and media policy changes. The interpretation of the genre by the producers seems to have undergone change, and the study aims to understand the driving forces in the development within this specific field of media production.

The paper argues a theoretical approach in socio-cognitive reception theory to the study of these changes in media production because of its understanding of genre as a dynamic and flexible mental schema (Höijer, 1998 & 1996; Hagen, 1998; Bruhn-Jensen, 1998; Bruun, 2004). Media researchers have argued that there are good reasons to understand media productions as a result of an ongoing media reception and re-interpretation process (Scannell, 1996; Ytreberg, 2000; Ekecrantz, 1998). This suggestion is (still) promising, but it needs further theoretical qualifications when applied to production analysis. Consequently, the paper will finally suggest that a combination of the understanding of genre in socio-cognitive reception theory and the concept of 'figured world' developed in cultural anthropology (Holland et al. 1998) could be a fruitful inspiration in the theoretical approach.

Media, Religion and Culture Working Group

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TV Programmes and the Problem of Religious Cultural Identity in the Modern Turkey (Case Study)

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ACCORDING TO DATUM of RTUK (Radio and Television (TV) Supreme Council which is responsible for the regulation of the radio and television broadcasts all across Turkey) there are 150 broadcasts in Turkey in Turkish language as mass communication. A lot of them are from the satellite broadcasting. Turkish people are watched TV five hours in the weekdays, 2, 5 hours in the weekends, according to two Gallup pools in 2006 and 2007. However, it is changed in different regions. For instance it is 5, 5 hours in the Central Anatolia; 4 hours in the Southeastern Anatolia. The news is the most watched program (%74, 8) and Turkish TV series (%56, 8) and talk shows (%42, 2), religious programmes, documentary films; discussions programmes are about % 40. According to datums of Gallup pool, Turkish people interested in the national problems. Because of that the mainly news programmes are about territorial. Although Turkish people are Muslim (% 95), they are not interested in religious programmes mostly. At the same time, they are watched Turkish TV series but they do not like to watch Turkish movies (% 37, 3). In general, Music programmes are watched in the Mediterranean region; religious programmes, include mystery and mystical programmes in the Southeastern Anatolia and Eastern Anatolia Region; sport and woman's programmes in the Black Sea region; the Turkish TV series and foreign music, movies and the West lifestyle Turkish TV series in Marmara and Aegean regions.

The datums of poll demonstrated that, the TV programmes are watched so far as ethnical, religious awareness and cultural levels of the Turkish people. They pick and choose TV programmes according their regional culture and religious sensations.

In this study, we discuss to the TV programmes watched by Turkish people and we tried to determine which programs and why? As a result, we exposed of the relationship between the TV programs and national-cultural identities.

Mainstreaming Traditional Religions: News Media's Coverage of Buddhist Events in Taiwan

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THE FIELD OF religion and media/communication is relatively new in the Western world and is uncharted territory in many parts of Asia. While conducting research on Buddhism/Daoism and media/communication for an encyclopedia a few years ago, I found academic literature in this area almost non-existent. Last year, I published a pioneering work that analyzed a Buddhist organization's media discourse in Taiwan. This proposed paper continues the project of building up the literature on media and religion in Asia, specifically in Taiwan.

Scholars in religion studies and anthropology have paid much attention to the revitalization of traditional religions (Buddhism in particular) in Taiwan over the past two decades. They argue that traditional religions have transformed themselves from pariah to paragon status. Economic success and political openness on the island have contributed to an increase in grassroots identity. The indigenous movement has, in a way, pushed Buddhism (and other traditional religions) from the periphery to the center. Buddhist organizations now enjoy tremendous political power and social respect, more than they have ever had before. It is no exaggeration to call the current period the golden age of Buddhism in Taiwan.

Even though the majority of people claim to be Buddhist and even though more and more people become Buddhist monks and nuns (among them are many highly educated), there remains a gap between the secular world and Buddhism, particularly with the common perception that its doctrines and scriptures are mystifying. With its historical intermingling with Daoism and folk beliefs, most people in Taiwan do not know the essence of Buddhism and cannot tell the differences between Buddhism and Daoism or folk religions.

This paper asks the question of how the mainstreaming of Buddhism in Taiwan has changed, if at all, people's perception and understanding about Buddhism. Specifically, the paper assesses the position of Buddhism in contemporary Taiwanese society through examining media coverage of Buddhist events. I focus on how media have depicted Buddhism and how the portrayals have shaped (or been shaped by) people's understanding of the religion. Has this paradigm shift in the religious terrain changed media coverage on Buddhism? If so, how? Do journalists have enough knowledge to communicate about religions? I focus particularly on media coverage of three specific events relating to Buddhism:

- 1) *The Si Fan Incident* (1989), a controversy over the depiction of a Buddhist nun's sexuality in a play put out by the National Arts Academy. The play generated strong reactions by Buddhist organizations, which rallied and boycotted the play.
- 2) *Ti Du Feng Po* (1996), a controversy over a hundred plus youths who became monks and nuns without consent from their parents after attending a Buddhist summer camp.
- 3) *Ying Fo Ya* (1998), coverage of the trip of the sacred Buddha's tooth from Thailand to Taiwan and the debate over the authenticity of the tooth.

The time period of the three events roughly corresponds to the revitalization of Buddhism in Taiwan, a time from its emerging as a potential social force to when it became the symbol of grassroots identity. In this paper, I analyze articles in the *China Times* and *United Daily*, the two most prestigious and popular newspapers on the island, to understand the relationship between the growth of Buddhism and people's perception toward the religion (...).

Film, The Ten Commandments (Exodus 20.1-19), and Semiotic: Exploring the Specifically Religious in a Public Forum

FRANK COFFEY

IF NOT EXCLUSIVELY, film is certainly pre-eminently suited for approaching the specifically religious in the public forum. To take a concrete occasion, we select the presentation of a biblical text, the ten commandments (Exodus 20.1-19), to a class of 18 year olds in a state high school, taking the access that Kieslowski's Decalogue permits. To this essentially non-denominational audience and context, film can afford an entry point to the text as revelation and apophatic, an approach necessary for its appreciation according to its religious character. Semiotic clarifies this capacity of film, without discarding other relevant factors, such as the historical, sociological, anthropological, literary, etc. It uncovers that aesthetic dimension which Peirce found essential to all communication but especially the religious. It specifies and honors the encounter with the text as other, as requiring a constituted subject or reader, and as inherently dependent on inter-subjective strategies. We will examine the encounter of film, scripture and students for indications of more general ways the media might trace the religious without being either, on one hand, devotional, denominational, and sectarian, nor on the other hand, reducing it to any number of interests which undoubtedly can be operative there.

The role of Information in secular-religious relations in Israel: A case study of Israeli college students

ORLY TZARFATI & YOEL COHEN

THIS PAPER ATTEMPTS to throw light on the level of information between different student communities in Israel and the respective sources of their information about one another.

In Israel, within the Jewish population, the type of religious coverage has implications for the uneasy relationship between secular and religious communities in Israel. The central role which religion plays in public life in Israel raises the question of the role of information in connecting the different segments of the Jewish population in Israel both in informing one about the other, and in constructing mutual images of different communities. In constructing images of the three main communities of the Israeli Jewish population - secular; modern orthodox; ultra-orthodox - the mass media has a powerful impact on the way the two communities perceive one another. It is argued that while the media may not necessarily change opinion, they draw attention or set the agenda.

It is useful to study in this context Israeli Jewish students as the next generation leaders. The religion-state relationship in Israel has been subject of wide academic attention. Much attention has focused on official state-religion relationships, with less attention given to non-official actors like college students and mass media. No research has been carried out examining the role of information in secular-religious relations. In order to fill the gap, this paper examines the role of information among college students about different communities. College students were selected because they will fulfil future leadership roles, and will have an important role as generation leaders.

The research draws upon questionnaire-interviews carried out among three populations - secular; modern orthodox; and ultra-orthodox - in which 200 students of each category were examined. The questions concern students' sources of information about and acquaintance with different communities. Initial findings from the survey of secular college students confirm the authors' hypotheses and emphasise the importance of examining the flow of information in different communities about the other. Our survey of secular students found that 72.2% said that their main source of information about haredim was the news media. 60.7% said that the information they possessed about the haredi population was inadequate. 50.4% said that the secular media's coverage of haredim was hostile. Moreover, 73% of students thought that the media's coverage added to secular-religious tensions.

The findings also raise the question of whether educational institutions like colleges have a role in being proactive in improving secular-religious ties. Students selected are the first year and the final year - which enable us to assess the impact of the educational experience and educational institutions as related variables in the information flow to college students.

Media, religion and ritual

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DESPITE THE RECENT re-evaluations of media as an anthropological field anthropologists have rarely undertaken research of the *media contents and contexts* employing concepts such as myth, ritual, liminality, magic, religion, sacred. The present study analyzes some ways in which religion and ritual concepts has been used to interpret media products or processes; our purpose is to identify those elements of continuity and rupture in rapport with the basics interpretations and theories of cultural anthropology. We want to show that media function as a *ritualizing agent*, which builds symbolic spaces of action and thinking through medi-

ated communication. Our investigation will be focused on two seminal concepts that bridges cultural anthropology and media studies: *liminality* and *media events*. In studies devoted to media events, the media is presented as a factor of ritual feeling, allowing the audience to interpret different forms of social mobilization as great collective rituals. In other words, in exceptional moments, the press functions as part of a true liminal system, proposing images and ways of behaving (possible, but not necessarily applicable outside these places and moments). This means that media events are able to express not so much the concerns or interests of limited groups, as the fears and aspirations of the entire social body; thus, using a ritual language, the mass media creates a *liminal*, subjunctive framework, a framework for symbolically experiencing possible ways of articulating social life. It is possible to assume that during a media events a new type of religious experience is developed, in a social context and symbolical frame that are totally different to the usual circumstances of a religious experience.

The mission of such an approach would be that of showing how symbolic thinking and religious feeling are constructed by mass media (a more complex media as compared to the body and to the uttered language), through: a) the syncretism of heterogeneous symbolic systems, b) in the absence of space and cultural proximity, c) through the efforts of actors (political actors and journalists) whose social and ideological positions are radically different from those of the usual (for anthropologists) "religious specialists".

Religion and Gender in Contemporary popular African Film

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RELIGION HAS ALWAYS been fundamental in the affairs of humankind. Contemporary African society has foregrounded religion and integrated it in the mainstream affairs of political, economic and social development. This centrality of religion is reflected in popular African film that is progressively becoming a significant medium through which ordinary people express themselves; and consequently the world view of the community can be appreciated through a close study of this artifact. The prominent religions portrayed in this film are Christianity and African traditional religion. Just as in traditional African world view, religion provides answers to the immediate and remote problems of the community, in these films Christianity is often expected to function in the same way. On the whole, religion is portrayed as empowering: a panacea to social, political and economic problems. This paper will examine the gender relations in the religious spaces of this film: how men and women are positioned in relation to each other as preachers/pastors and as congregation of the faithful; what roles they play; and whether these roles are conventional or revolutionary; and what this reflects about gender dynamics with regard to religion. Selected films will be subjected to textual and gender analyses to appreciate these relationships in the film.

Spokesmen of the Magisterium

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THE ROLE OF the Church hierarchy has become redefined through the public sphere. Traditionally their role has been defined as pastors, now it turns increasingly into one of public pressure group, in competition with other such groups. The options for church figures to become public spokespersons are mainly three: social marketing, which is mostly employed - with a certain success - by charities and similar institutions, but also evangelical

groups; political marketing, which could be employed by church leaders; and the public sphere, which assigns its own roles.

THE discursive construction of islam and muslims in *The Tablet*: From the 9/11 events to the lecture of Pope Benedict XVI at Regensburg

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HOW IS ISLAM constructed in *The Tablet*, a leading Catholic weekly in Britain, in the context of terrorism? How can the knowledge and power relations within discourses on Islam and Muslims produced in *The Tablet* be understood? This paper addresses these questions to determine the way the knowledge of Islam and Muslims is constructed in *The Tablet* and how power relations control this construction. To answer the above questions, this paper employs a discursive analytic approach to understand how discursive practice creates possibilities of gaining knowledge and explaining the power relations within discourse.

Generally the British media discourse portrays Islam in a clash with the West. Islam and Muslims then are linked to negative social action with the idea that Muslims are religious fanatics and have violent tendencies. Based upon the editorials and articles published in *The Tablet* from the 9/11 events up to the lecture of Pope Benedict XVI at Regensburg in 2006 this study reveals a different perspective. Responding to the clash of civilisations hypothesis, *The Tablet* constructs the idea that 'the West and Islam are partners'. This thesis assumes that the West and Islam could unite their powers and create a common identity in facing terrorism.

Islamophobic attacks are interpreted in *The Tablet* as an alienation of British Muslims. *The Tablet* therefore argues for the Catholics to help Muslims and for Muslims to learn from Catholics in Britain based upon Catholicism's experience of attacks in the past. This construction on the one hand places Catholics in leadership over Muslims and on the other hand suggests a hegemonic struggle of both Catholics and Muslims in negotiating a relational identity of 'being British'. This study provides a context in which further studies can be undertaken particularly on hegemony and multiculturalist strategy, Christian media representation of Islam and Muslims, and Catholic perspectives of multiculturalism.

Contemporary religious media personality. Pope John Paul II – a case study

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THE FOLLOWING PAPER analyzes the phenomena of public personality, religious leader and public communicator in contemporary mediatized world. For the sake of the analysis of John Paul II's case those three categories will be defined and considered in relation to one another.

A contemporary public personality is always a media personality (*media star*).

Two types of media personalities (MP) need to be distinguished: MP1 (a truly charismatic personality, with high communicative competence, permanently attracting public attention, being an object of admiration and/or cult, famous mostly outside mass media) and MP2 (artificially charismatic, created and promoted solely through mass media).

Charisma is a key term for the first notion of media personality. In my paper I will lay out four main indicators of charisma and its two basic systematizations (according to the durability of its attribution to a person and its social influence).

John Paul II as an MP1 will be presented in the specific context of Polish Catholicism and national culture. This is largely due to his individual features (being a new type of religious leader and an individual with exceptional persuasive abilities) and the character of contemporary media (influence of TV and media super-events).

The personal marketing and the formation of new Priests

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THIS TEXT FOCUSES the significant growth of the evangelical churches in Latin America, particularly in Brazil, considering the phenomenon of the neopentecostalismo and their marketing practices not just in the popularization with the widespread use of the mass media, but in strategic way in the training of their priests.

This growth get in its inside one strong politics of expansion of their temples like stores or retails and its therefore conts with the fast formation of priests that dominate managerial and competitive aspects just like a market professional.

For better control in the uniforming behavior of this a large team and in the warranty of satisfactory results, the use of the personal marketing aids in the construction of this new priest's image, whose speed in the training and placement in the field, challenges the traditional model of the historicals Christian churches.

Rise of religious television programming in Pakistan and women's participation

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Since 2000, there has been a proliferation of privately held television channels in Pakistan. Quite a number of channels air religious programs and a few are fully devoted to religious television programming. The programs vary in nature and are as diverse as Islamic version of televangelism, talk shows discussing religion and special shows targeting children. Most of the religious programming target Muslim population which comprise of 97% of the population. There have been channels devoted to religion such as QTV, Peace TV, Islam Channel and Labaik TV that air their programs. In addition, almost all local channels, state held as well as private devote a certain percentage of air time for religious programs.

Though there are various religious television programs on air, this paper focuses on one of the most popular programs 'Alim Online' (literal translation : Clerics Online) and the participation of women in that program. The program is designed in a manner where scholars from the leading sects of islam, Sunnism and Shiaism, meet and answer questions raised by general public. The reason for selection of this program is that it is perhaps the most popular program and its impact in leading public opinion has been enormous. General public participate in this program through live telephone calls, emails and text messages. The program has been running successfully for the past 5 years and almost all the religious leaders have been men. However, most of the queries have been raised by female viewers. The paper will discuss the factors for active female participation in religious programs and aims to discuss the socio-economic reasons behind women's inclination of seeking religious approval through clerics.

The research would be based on empirical data and the paper will attempt to analyze the data, in form from received text mes-

sages and emails received, about the demographic representation of the queries, the type of queries raised repeatedly and the trend that emerge afterwards. It is believed that women participate more than their male counterparts because their contribution in decision making at home is minimal and they feel they need to substantiate their argument by validation from clerics. Women also seek counseling via television sessions with the clerics about various domestic issues.

Contrasting or Complementary: a Critical Analysis of One Cardinal's View of the Media

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THIS PAPER ASKS what it is the proper business of a journalist involved in writing or making programmes about religion? In 1994, in the Jesuit journal *America*, the theologian and future cardinal Avery Dulles identified what he described as 'seven points of contrast' between 'the nature of the church's message and the communicative powers of journalism'. His analysis is frequently cited.

The present paper engages in a critical dialogue with his observations upon those points of contrast and suggests that the function of the media in respect of religion is more complex than that envisaged by Dulles.

There is no love lost between the Catholic hierarchy, as a body, and even those journalists who most frequently write about religion in a serious way.

While the hierarchy and some individual dioceses have resorted to normal institutional public relations by appointing official spokespersons to deal with media enquiries, church leaders remain deeply suspicious of journalists and the mass media (or 'the commentariat') as one archbishop has dubbed it.

A fuller understanding of the dynamics involved in reporting religion may enable the faithful of all persuasions to communicate more effectively their beliefs to a broad public, assuming that those beliefs themselves are founded in truth.

The question has a special resonance in Ireland, where journalism has played an important role in bringing to light the full extent of child abuse by priests, and where some critics accuse the media of having actively fostered secular values.

Appropriating Hollywood Forms for Christian Ends: A Case Study in Contemporary Church Media

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THERE IS A long and dynamic history of the relationship between Hollywood and Christianity. From the earliest days of the cinema (in which churches were used as exhibition spaces and evangelists showed "uplift" films to otherwise trouble-making children in the city) to the days of the Production Code (which was written and enforced, in large part, by the Catholic Church), Hollywood has had an uneasy symbiotic relationship with the Church. In the latter half of the twentieth century, however, as American Christianity became more insulated and cut-off from mainstream culture, the relationship turned combative. Protests, boycotts, and the creation of "alternative" or "Christian" media came to define the Christian response to Hollywood. But even as Christians became more distant from and suspicious of the Hollywood culture industries, they also recognized the cultural capital at stake. Cinema, it was thought, was the "church of the masses," and could not be ignored as a powerful tool to influence, teach, and convert. As a result,

many churches in the late twentieth century began experimenting with film and media as both a didactic tool and a part of worship. Now, in 2008, it is uncommon for a Protestant church in America not to have a film or media "ministry."

In this paper I seek to better understand the ways in which Christian churches today appropriate (for decidedly religious ends) not only the forms of secular media but the narrative styles and content concerns of Hollywood films. I will use as a case study an in-depth analysis of one large evangelical church in Los Angeles, Bel Air Presbyterian Church, with a fully-operational film production "team" that churns-out Hollywood-level short films for use in worship services. This group, known as the Bel Air Drama Department (BADD), is comprised of 34 actors, writers, editors, cinematographers, and various other film/TV professionals.

The paper will examine the unique production culture of BADD, analyzing the way that it represents and negotiates the tensions between Hollywood and faith, creative freedom and church censorship, as well as financial constraints and church bureaucracy. Some questions that I will consider in this study: How does the community makeup and operational system of BADD reflect that of Hollywood at large? What are the discourses at play during meetings and film shoots for BADD? Who determines the content of BADD productions and what are the structural limitations to what subject matters can or cannot be tackled? Is there a "house style" to the productions of BADD and what cultural influences is it drawing upon? How might BADD be similar or different from other "film/media ministries" at evangelical Protestant churches?

These and other questions will be at the heart of this study, which through a specific and narrow entry point (BADD) hopes to shed light on the latest phase in the storied (and at times turbulent) relationship between two very different institutions: Hollywood and the Church.

A la recherche des espaces publiques pour les communautés d'immigrantes

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En ce début d'un nouveau millénaire, nous entendons très souvent parler de "mondialisation". Dans ce document nous questionnerons une des conséquences sociales de ce phénomène savoir : les migrations internationales. Estimés plus de 200 millions de personnes par l'Organisation Internationale du Travail (OIT, 2005) les migrants internationaux contribuent façonner une représentation du monde résumée par le mot : "globalisation". Selon l'Organisation Internationale du Travail (OIT), plus de 86 millions des migrants, sont des personnes adultes, (les femmes représentent la moitié de ces chiffres) et ils développent une activité économique, ils sont employés ou réalisent un travail rémunéré. Toujours selon l'OIT, le nombre d'immigrants la recherche d'emploi ou de sécurité se renforcera dans les prochaines décennies, et pour cause "la mondialisation" ne crée pas les sources d'emploi et les opportunités économiques dans les pays d'origine.

Au cours de dernières décennies les flux migratoires destination de l'Europe en provenance d'Amérique Latine ont augmenté par exemple de 1.4% par an en France, de 1.2% en Allemagne et de 20% en Espagne (OIM, 2000). Ces migrations court ou moyen terme font partie intégrante de la dynamique mondiale contemporaine en tant que reflet des luttes géopolitiques et économiques suscitées par la "mondialisation".

Aujourd'hui les migrations internationales présentent de plus en plus un caractère temporaire, circulaire et multidirectionnel. La mobilité concède un nouveau sens l'identité individuelle et peut susciter, chez nombre de migrants un sentiment d'appartenance plus d'un pays ou plus d'une société. Avec la possibilité d'avoir des nationalités multiples, un des obstacles primordiaux l'intégration des migrants est la construction identitaire d'un groupe et au

même temps d'éviter les communautarismes.

Complémentaire, celui des institutions, le rôle des médias et des technologies en information et communication (TIC) s'avère indispensable pour le maintien de l'identité des groupes dispersés sur territoires de plusieurs pays. Cette action requiert des stratégies complexes qui aurait pour conséquence l'émergence de nouveaux espaces publics transnationaux générées par les groupes minoritaires issus de la migration.

Dans cette optique, nous examinerons d'abord l'immigration en tant que phénomène socioculturel qui affecte de manière simultanée autant le pays d'origine que le pays d'accueil, et comment dans le contexte de la "mondialisation" les individus développent des stratégies d'intégration dans les sociétés d'accueil. Ensuite nous chercherons mettre en évidence les ressources médiatiques dont les groupes minoritaires disposent, grâce la "mondialisation", et comment ces nouveaux moyens plus vastes et variés sont utilisés. Finalement nous analyserons les dynamiques collectives de construction identitaire par Internet, en prenant comme exemple le cas des blogs "latino-américains", afin d'illustrer la façon dont les groupes minoritaires (d'immigrants) créent de nouveaux espaces publics où ils peuvent trouver les moyens nécessaires une reconstruction identitaire.

The Attitude of Orthodox Jewish Leaders to Mass Media: Agent of Religious Erosion or Tool to Promote Religious Values?

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WITH THE TURN of the twenty-first century many individuals of different religious persuasions are cementing their dispositions toward modernity and its appurtenances. Among the phenomena that epitomize modernity is the mass media and some religious leaders are intensely concerned with its increasing influence on everyday life and behavior. Some of the roots of the resulting cultural divide that we are witnessing today can be found in the disparate views held by the various religious ideologies.

The paper presents, for the first time, a survey of the various attitudes regarding mass media among the different groups under the umbrella of Orthodox Jewry since the turn of the last century. Contrary to popular belief, there is a wide diversity of opinion in the Orthodox and Ultra-Orthodox communities as to the proper approach to mass media-its agendas, its methods, and its impacts. From a broad and in-depth study of texts and other published material, we gleaned and offer an overview of Jewish philosophical thought relevant to mass media.

At the beginning of the twentieth century the prevailing opinion among Ultra-Orthodox Jewish leaders in Eastern Europe was that the media was a means of spreading blasphemy and encouraging atheism; that it brought sin upon its users by causing them to hear gossip and slander, which is prohibited by Jewish law; and that it stole time from the study of Torah and Talmud. Access to internal mass media was only permitted after a community framework, developed under the guidance of the religious leaders with the express goal of strengthening religious beliefs, was established.

In contrast, the more moderate, Modern Orthodox adherents promoted the idea of limited access to media, filtering out its negative aspects and embracing its positive features, such as the popularization of topics in science and culture.

According to one group of religious leaders, originally led by the late Rabbi M. M. Schneerson, head of the Chabad movement, the media is to be exploited to spread the tenets of Judaism. Based on the concept that all that God has created in this world is to be used to increase faith in Him, they hold that all forms of media-from billboards to print and electronic-are to be used to spread Judaism. As a result of this ideal, religious use of the media is now

very widespread, with many rabbis making use of modern technology to propagate religious knowledge.

In an era where some religious leaders from Judaism as well as other religions still view the media as a threat to their faith, an understanding of the different attitudes and approaches among the various streams of Orthodox Jewry may help temper ideological extremism, curb fanaticism, encourage media-borne moderate religious dialogue, and show that opposition to mass media is not an inevitable concomitant to a rejection of Western values.

Religion and the Digital Media

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CONSUMER CULTURE AND economic rationality has entered the domain of religion in this information age. Religious icons, symbols, mythology, sacred texts, rituals, chants etc have become commodities. It gets accentuated with the emerging electronic media and cyber technology as it provides both time and space to rationally shape religious sentiments and communicate it to countless people with an experience of timelessness and placelessness. Cyber culture has indeed revolutionized religious life of an individual and altered human interaction with religion. This paper aims to understand the reshaping of religious structures in the light of digital media and the impact it has on the social and economic lives of the people. It examines several ways in which Hinduism, Christianity and Islam has assumed new avatar in the digital age. It will be restricted to Asian experience by exploring the views of netizens (web surfers and designers) of selected countries namely India, Pakistan, Bangladesh and Burma.

Does the cyber world possess the power to shape the roots of the well-established religious structures? What are the social and economic implications of it? Has it affected the sanctity of religion? Is the new popular culture redefining religion in virtual reality? Is it in any way contributing to the functional maintenance of religious structures? Or is there a commodification and commercialization of faith in the name of religion and God. This paper examines these issues in detail with the help of Marx's theory of religion. Marx argues that Religion and its institutions were merely puppets of the upper classes and it was used to keep the lower classes in oppression by making them accept their hierarchical situation as a natural order. Using Marxian framework, I argue that religion has been used as a commodity by the powerful to control the powerless through emerging new technologies.

La Tele-Fe: Religión mediatizada

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IN THIS TEXT the author presents a report of his doctoral research in Social Communication titled: "*The Tele-Faith: Mediatized religion. Strategies of recognition of religious meanings of tele-faithful viewers of the Rede Vida Television Network in Porto Alegre, R.S., Brazil*". The investigation focuses and analyzes the contemporary phenomenon of the religion mediatized in the Brazilian catholic television, from the theoretical perspective of the social semeiosis of the mediatization, through discursive strategies of recognition and socio symbolic practices of religious meanings, developed by tele-faithful-viewers of devotional and preaching programs of the Rede Vida Television Network in Porto Alegre, RS (Brazil). This text briefly presents the research in five sequential parts: context and problematic; objective and central questions; approach and theoretical discussion; options and methodological development; finally, results and prospective conclusions.

Postmodern Messiahs The changing saviours of contemporary popular culture

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THE MESSIAH MYTH is alive and well in the modern world. Contemporary science fiction film have taken the myth to heart and given us an endless stream of larger than life heroes. Phenomenon such as jedi-religion points to how these films also on a deeper spiritual level seem to offer answers to modern viewers. The heroes of the present are, however, not exactly the same as the heroes of the past. A changing world demands new things of its saviors. Using a textual and narrative analysis based on insight from feminist film theory and cultural studies, this paper looks closer at the messiah-theme in science fiction-films and TV-series from the last three decades. The study explores the changes that have occurred in relation to gender, images of the body, questions of power, ideas of the transcendent and the attitudes and personalities of modern heroes. A comparison is made between the muscular heroes of the 80:s and the more spiritual saviors of the new millennium. The study also examines what new ideas of gender do to the religious themes of the films and the TV-series and analyze how the anti-heroes of some modern films challenge the traditional myth and our ideas of who can be a savior. The paper then discusses what these changes might say about religion, spirituality and mythology of the world of today. How come the savior-theme still finds an audience? What is it in this myth, in its modern form that still speaks to us? What do the messiahs of popular culture and their spiritual journeys say about the spiritual seekers of today? The answers that the paper proposes are complex, reflecting the many-sidedness of the modern messiah-myth and spirituality in a postmodern world.

Memory as Part of National Controversy: Shaping of Memorial Days Commemorating the Rabin Assassination in the Newspaper Hatzofe

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THE NEWSPAPER *Hatzofe* was founded in 1937, eleven years before the establishment of the State of Israel, in order to give expression to the religious circles within Jewish society in the Land of Israel.

In the Land of Israel (Palestine) under British mandatory control, there was active political life preparatory for the establishment of the Jewish state. At that time, the party newspaper was considered a very important instrument for political socialization, one which could be used to shape a worthy lifestyle and thinking. The editor of *Hatzofe* expressed this well: "A party without a newspaper is a mute party."

This perception continued to be widespread in the Israeli press during the 1950s and 1960s. The unique importance of *Hatzofe* is inherent in its representation of the religious-Zionist public in Israel. Indeed, until control of the paper was sold to a businessman in 2005, it was the last Zionist party paper. Today, only the non-Zionist, ultra-Orthodox community publishes party papers in Israel.

After the Six Day War, the paper took a right-wing political stance that expressed the religious worldview regarding the territory of the Land of Israel (the idea of the Whole Land of Israel). During the 1990s, the paper became an unambiguous exponent of the position held by the settlers, affiliated with religious Zionism, leading the protest against the Oslo Accords.

The assassination of Yitzhak Rabin occurred during one of the stormiest periods in the stormy history of the State of Israel. The strident political debate between left-wing circles, which supported the Oslo Accords, and right-wing circles, including the religious Zionist public, climaxed with the assassination of the Prime Minister. The fact that leaders of the protest – which approached more than once, in their opinion, the boundaries of incitement - included settler leaders and rabbis, intensified the rift between the two publics. The murderer's affiliation with this public reinforced the public accusations directed at them.

In the years that have passed since the assassination, it appears that Israeli society still does not know how to shape the national character of its memory by agreement. The struggle over the memory repeatedly reveals the raw nerves of Israeli society and the intensity of the ideological debate between various groups. On the right, one frequently hears the claim that the left has taken over the assassination for its own political purposes.

Against the backdrop of this ongoing debate, the article examines the manner in which *Hatzofe*, as a newspaper that represents the national religious public, shaped the Memorial Day for Yitzhak Rabin from 1995 to 2007. The purpose of the article is to reveal and analyze the way in which it dealt with shaping the memorial from a position of disagreement. In 2007, an important chapter in the life of *Hatzofe* came to an end. After 70 years(!), it ceased to appear as an independent publication and merged with another newspaper, *Makor Rishon*.

Religious faith and the young in a Mediated World

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WHEN McLuhan talked about the global village, the thing that was not mentioned was the village church. In a world where the same media companies own and broadcast the same or similar media, the global village, although big, is becoming increasingly cohesive. At the same time, due to emigration and immigration, societal changes that have meant that some new age religions have arisen, that village church is no longer the only religious building in the town. The paper will consider how young people of various faiths consume religious media. How do they obtain information on religion? What are their attitudes to faith, and how do they react to other faiths whether they have a faith of their own or not.

The Influence of Editorial Structures on the Media Coverage of Religion

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ZHAW ZÜRCHER HOCHSCHULE FÜR ANGEWANDTE WISSENSCHAFTEN
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THE SOCIO-POLITICAL CONTEXT of religion has become more salient in the light of the recent dynamics of religious fundamentalism and religiously-legitimated conflict, e.g. the 'clash of civilisations' between a Christian or secular west and Islam. Journalism Studies assign journalism as a social system the function of self-observation and synchronization of society (Kohring 2004). Orientation, deliberation and transparency (Neidhardt 1994) are performances of journalism that allows the actors of different social systems for example such as citizens (politics), customers (economy), scientists (science), artists (culture) or believers (religion) to observe the performance of other social systems and conflicts or irritations between different social system logics. The performance of journalism helps them to play their role as social actors.

On account of the recent dynamics of religiously-legitimated conflicts it is to expect that religion has become a very notable issue of major importance in the coverage of the news media and journalism. The coverage of religion as a news issue is well investigated with content analysis by communication scientists (Ruhrmann 2006). But there is a lack of knowledge concerning the impact of editorial structures and work principles on the coverage of religious issues edited in modern newsrooms.

The research project "The representation of religions in Swiss mass media: Clash of cultures or promotion of dialogue?" (supported by the Swiss national science foundation) investigates how different media organizations are organizing the coverage of issues with religious aspects. The project uses qualitative expert interviews with editors in chief and journalists of 20 different newsrooms to develop theoretical concepts concerning the influence of editorial structures. The following questions are steering the exploration: Within which editorial departments, by using which resources (staff, knowledge etc.) and by applying which journalistic concepts and routines are religious issues edited in different newsrooms? The qualitative findings will be validated by means of a quantitative content analysis of mass media.

The organizational analysis follows three hypotheses:

- 1) Newsroom organizations know specialised editorial departments like politics, economy, culture or sports but not any equivalents concerning the coverage of religious issues although journalist emphasize the importance of the role of religion in society. Usually newsrooms not even have editorial specialist who have specific knowledge in religious respect. If religious issues have to be covered this is the task of freelancers.
- 2) Because there usually is no specialization for religious issues the probability to be covered by the media is higher when religious issues are connected conflictive with political aspects too. The higher the chance to politicize religious issues the higher the attention by journalists.
- 3) New editorial trends in newsroom organizations – such as newsroom and newsdesk – support these developments (Meier 2002). New organizational principles lead to the declining of specialized editorial departments. This implicates the intensification of the coverage of issues with religious perspectives and aspects (Hildebrandt 2005). But religious issues are always chained and framed with other (political, scientific or economic) conflictive issues.

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Noblesse oblige: lifestyle training in television transformation programmes

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FROM LADETTE TO *Lady* first appeared on ITV in 2005 and has since run for three series. Since then it has been sold across Europe and to America, Australia, New Zealand and Canada. The programme is predicated on a transformation narrative in which a group of people – rather than gardens or houses – are transformed from one lifestyle into another by a set of ‘experts’. The programme explicitly references Pygmalion through the use of music from *My Fair Lady* and through the structure of the tasks which parallel those of Eliza Doolittle. While Shaw’s play is a direct critique of the class system in Britain, here, the clear class distinctions between the subjects and experts are displaced into a discourse of ‘behaviour’.

From *Ladette* to *Lady* can be read as a feminised version of *The Apprentice* – in which a group are required to ‘work as a team’ but are then ruthlessly culled in each week’s episode. The competition is not to achieve professional success, the skills taught are as a preparation for marriage; the knowledges that the programme promotes are those of a 1950s finishing school. Nick Couldry has written of the ‘theatre of systems of cruelty’ in Reality television, and the training of the young women subjects of the programme can be read as one such system, in which they are ‘ritually humiliated’ (in Angela McRobbie’s term). This paper will argue that the programme presents a confrontation between two extreme forms of femininity, which are founded in class difference. From *Ladette* to *Lady* offers a gendered version of the neo-liberal discourses of entrepreneurial television.

The role of emotion in contemporary lifestyle/reality TV

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IT IS NOW impossible to get through an evening of UK terrestrial television without feeling emotionally moved; indeed the disclosure of emotions has become a central trope in contemporary UK lifestyle/reality TV formats. A programme such as *Trinny and Susannah Get Undressed* is illustrative of such a shift: typically the expert-presenters use confessional and therapeutic techniques to makeover a floundering relationship; by assessing how couples dress for each other, very private feelings become unravelled for public display on primetime television.

On the one hand, the mobilisation of innermost feelings on television as a public site might be associated with voyeuristic exploitation (Lusted, 1998: 186); the packaging of commercially lucrative commodified emotions or the vaunting of exceptional trauma which tends to mask the every day pain of ordinary subjects (Berlant, 2000: 34). On the other, the affective mechanisms of popular forms may ignite connections across differences (Lusted, 1998: 188), move people to forge new alliances or remind people of the things in life – such as the importance of affective ties, family and belonging and community – which really matter. Through an examination of lifestyle texts and using the findings from a small-scale audience study based on a group of middle-class female viewers, I aim to assess the role of affect in contemporary lifestyle television.

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Big Brother – Slighted Sister: TV Celebrity and the Paradoxes of Fame and Gender

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THIS PAPER WILL argue that the gender hierarchies which mark today’s celebrity culture are framed by two separate but interlinking sets of paradoxes in dominant cultural values. The first is the ‘paradox of fame’ in which celebrities must position themselves between the values of ‘authentic’ ‘everyman’ versus ‘special’ ‘icon’. The second is the ‘paradox of femininity’ in which femininity is constructed as artifice and then derided for lacking authenticity. By examining the staging of the ‘self’ by female celebrities, this paper will suggest that female celebrity is placed in a no-win situation due to the tensions between these two sets of values – female celebrity is defined as doubly inauthentic and devalued prior to the entry of any individual celebrity into this field.

Female celebrities such as Chantelle Houghton, Jade Goody, and other television celebrities, who lack access to ‘legitimate’ forms of cultural capital with which to position themselves, instead deploy the values of ‘ordinariness’, ‘youthful/sexy femininity’ and ‘consumption’, made available from within the paradoxical narratives of fame today. However, this is not an egalitarian democratisation of media culture which has expanded the type of individual who appears in public. Instead, this paper will argue that a highly gendered cultural hierarchy is reinforced through television celebrity, because of the negative judgments on those female celebrities who deploy the only means of positioning themselves open to them in the field of fame.

Older women who do possess cultural capital and/or personal authority fare no better in this realm of representation. They are regularly ridiculed and mocked for their inauthentic displays of femininity or indeed lack of femininity. Again, this gendered process of ‘bringing the stars down to earth’ does not automatically open up democratic possibilities in the consumption of celebrity. Instead, this paper will argue that it actually bolsters regressive notions of the feminine self based on normative gender roles and established cultural hierarchies.

NZ Idol: The Talent Song Contest in a small country

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THE TALENT SONG contest series, *Pop Idol*, is one of the most popular and commercially successful formats in the world. It has been aired in over 40 countries in what the owner of the franchise Fremantle refers to as local versions. The development of local versions and, indeed, the “presence” of the local is constrained by the fact that the format enjoys copyright protection and is tightly regulated by the appointment of executive producers whose job is to ensure the integrity of a global brand. Equally the underlying concept of the show – that talent is revealed in the performance of American “corporate” music standards – strains at the fringes of locality. At the same time, a highly significant aspect of the show is that the home audience votes via SMS, with over 3 billion votes being cast worldwide since the series began. This feature establishes the local credentials of the show and is also a very significant source of revenue for the local producers.

One of the interesting issues raised by the success of such a global format is how the relationship between the format and local version is worked out pragmatically. Employing a culture of production perspective this paper will examine the logics of framing of the local within *NZ Idol*. Specifically, it will focus on the notion of

authentication and how the interface between showbiz values and the values of community, particularly Maori and Pasifika values are integrated in the show. Particular attention will be given to ethnographic materials from the 2006 season of NZ Idol and coverage in the local press and media.

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Shrink Rap/therapy talk: celebrity breakdown on screen

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IN THIS PAPER we return to our earlier work on the public expression of trauma in reality television in order to explore the ways in which celebrities articulate past or present trauma in the media. Briefly drawing on the history of celebrity disclosure in tabloid news, on radio and in formats as diverse as talk shows, interviews and reality television we chart the paradoxical ways in which the mystification of the celebrity continues to be bound ever more closely with their psychological exposure. Drawing on Sternberg's account of the 'work of personification' and recent cultural studies work on emotion and especially shame (e.g. Ahmed 2004, Probyn 2005) we focus on the celebrity's presentation of the self, of interiority and of distress and the media's exposure of that distress. For this panel paper we focus on the Channel 4 series *Shrink Rap* (2007 and 2008) (which features a well-known person in conversation with a trained analyst who also happens to be a celebrity) as a case study in order to explore the work of the celebrity in this context and the ways in which an appropriate performance is organised, conducted and played out for viewers. We will argue that while the combination of analytical discourse and celebrity confession appears to replicate the therapeutic process, it in fact undermines the very notion of the knowable self and particularly the recoverable self by inviting audiences to focus on immediate moments of confession, breakdown and emotional distress.

Celebrity Portraits – From performative to tabloid documentaries

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CELEBRITY PORTRAITS HAVE always been a part of the documentary genre. However in the last decade or two there are two main tendencies in how celebrities are portrayed: The performative documentary and what I propose to call the tabloid documentary. These two types of documentaries share a common goal: they want to disclose and reveal, and the difference between them lies in what they want to reveal and how they do it. The performative documentary is represented by MY DATE WITH DREW (Herzlinger et al) and GERI (Dineen) and my examples of tabloid documentaries are selected episodes of E! TRUE HOLLYWOOD STORY (E!) and THE FABULOUS LIFE OF (MTV). Apparently their strategies of representation may be similar: the search for the ordinary in the unique as well as an interest in disclosing the personality behind the public persona. However this is not case at all and in my analysis I want to demonstrate the ways in which their strategies of representation are different from each other. First I briefly discuss the different concepts of what constitutes a celebrity (Rojek, Turner, and Dyer). Secondly I want to analyse the different ways they convey values and norms, what is perceived as excessive and what is accepted as appropriate behaviour with-

in mainstream culture (Meyrowitz, Turner). Thirdly I will explore how the differences in style have consequences for the subject matter: The tabloid documentary is characterised by fast editing, crude animation, a very sarcastic and biased voice over and very unreliable witnesses, whereas the performative documentary stress the subjective discourse which makes the director a character as well and is dominated by a handheld camera. I will also discuss the implications of the tabloid documentary primarily using paparazzi footage without participation of the celebrity, whereas the performative documentary has the ongoing dialogue between the celebrity and the director as focus (Bruzzi, Nichols). Finally I want to discuss how these programmes are symptomatic of the celebrity culture in general (Turner, Rojek, Dyer, Meyrowitz), with their very different concepts of what it means to be a celebrity. By analysing their different strategies of representation I hope to contribute to the discussion of what celebrity culture means and how it is expressed in the documentary genre and investigated in the media in general.

Trans-national Celebrity Adoptions and the White Women's Burden: The West and The Rest and the Pursuit of Personal Fulfilment in Contemporary Celebrity Colonialism

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THE PAPER PROVIDES a discursive analysis of a sample of mainstream online and press media coverage of the Madonna and Jolie trans-national adoptions as cases of celebrity colonialism in order to identify and discuss views on 'The West and The Rest' articulated in contemporary celebrity culture.

To understand how the media present a picture of global relationships through the coverage of celebrity trans-national adoptions, a theoretical framework is constructed that is inspired, first, by insights into the position of celebrities in contemporary culture and the role of the media herein. Following Holmes (2004) and Marshall's (1997) interpretation of Dyer's seminal work on stardom (1986), we start from a Gramscian view on celebrity as 'an arena of negotiation between the star, the media and the audience'. By means of mediated communication, society discusses ethical, social, political issues such as trans-national adoption through the celebrity construct. This is combined, second, with framing theory: a theoretical (and methodological) approach that helps to understand how media present a certain issue (trans-national adoption) as well as the wider context (global relationships) in which this issue is to be understood. Finally, the theoretical framework borrows from studies on historical (colonialism) and contemporary (post – and neo-colonial) international relationships: its economics and politics as well as its discursive analysis.

Through discursive analysis of both positive and more critical reporting in mainstream media of the two cases, the assumed raising of awareness and advertising of a liberal, colour blind multiculturalism is deconstructed to identify interpretations of global relationships that bear witness of exotic fetishism (cf. Brangelina's rainbow family), a neo-missionary zeal (cf. Madonna's 'rescue' of David) and an ideology of development. As such, the celebrity apparatus will be shown to support neo-liberal modernisation and cultural imperialist paradigms with regards to global inequality with a view of Africa as corrupt and unable to solve its problems, while obliterating alternative views based on structural changes, self-reliance and a notion of developing countries as equal partners.

In the country of beautiful women: A telenovela's critique of plastic surgery obsession

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ORNELA MARIA DE la Rosa Bruno sits on a stool in front of a row of mirrors, sucks in her cheeks like a pro, and dabs at her foundation. Pursing her lips in concentration, she applies eyeliner. Ornela Maria is only 10 years old. But in Venezuela, you're never too young to be a beauty queen (Jiménez, 2006). With just 0.36 per cent of the world's population, Venezuela has won 20 per cent of international beauty titles, more than any other country in the last 50 years (Surgical Services International, 2007). Venezuelans can now get a new nose, reshaped breasts or even fake abdominal muscles for as little as \$83 (U.S.) a month. In a country obsessed with beauty and flush with oil money, banks have come up with the latest hit financial product: plastic surgery loans ("Easy money," 2006).

Venezuela is known as the country of beautiful women and the vainest nation in the world. In a Roper poll it occupied the first place as the country most preoccupied with physical appearance (Keefe, 2000). Even though 70 per cent of Venezuelans live under the poverty line (Sosa, 2001), they spend more on cosmetics and beautifying procedures than on education (Delgado Barrios, 2006). The use of plastic surgery is widespread. Venezuela ranks in the top three countries in the world for plastic surgery (Surgical Services International, 2007).

Venezuelan television, a reflection of the country's pervasive *machismo*, provides a steady diet of perfectly-shaped women, many of them alumni of the Miss Venezuela beauty pageant, who make no secret of the plastic surgeries they have had. In particular, the most watched TV shows, *telenovelas*, present us beautiful women and men in storylines that often eschew socio-cultural problems and privilege decontextualized and repetitive Cinderella-style love stories.

Breaking this trend and these codes, from July 2006 to April 2007 network Venevisión broadcast to winning ratings *Ciudad Bendita*, a *telenovela* expressly written as a critique of Venezuelan vanity and obsession with physical beauty. One of its plots depicted a beautiful woman who is obsessed with plastic surgery as a means of perfecting her body to secure the man she loves and boost her self-esteem. This paper examines the production, representation and reception of this storyline. My analysis draws on cultural studies' Circuit of Culture (du Gay et al., 1997), and uses a mix of methods that include participant observation on the set and locations of *Ciudad Bendita*, in-depth interviews with production participants and audience members, and textual analysis of the *telenovela*.

The study fleshes out the writer's decision process throughout the development of the story. It also underscores the articulations between identity and consumption as Venezuelans decoded a story that was counter to the social formation's assumptions of beauty as a social value and plastic surgery as a seemingly innocent means to achieve it.

Travelling style: Aesthetic difference in national adaptations of "Ugly Betty"

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THE GLOBAL TELEVISION landscape in the first decade of the twenty-first century is a complex terrain of contradictory developments and trends. On the one hand there is a growing internation-

al programme market and format trade with global dimensions, on the other hand there a still national TV systems and television all over the world is controlled by nation states. On the one hand there are globally successful formats and series like *Big Brother*, *Who wants to be a Millionaire?*, or *Sex & the City* and *Lost*, on the other hand there are a lot of national adaptations of successful programmes from other countries. On the one hand the audiences are fascinated by such international programmes, on the other hand the same audiences are looking for local adaptations of such programmes.

Since the early years of television the United States were the most important exporter of TV series, TV serials and game shows. But nowadays times have changed. Admittedly they are still the leading nation in selling TV fiction all over the world, but since the deregulation of the TV market in Western Europe in 1990s Great Britain and the Netherlands are the leading exporters of non-fictional formats like reality shows, Australia sells its soap operas all over the world, and Latin American countries like Brazil, Colombia and Mexico are important exporters of telenovelas. In the beginning of the twenty-first century the Colombian telenovela *Yo soy Betty, la fea* made its way around the world. Several countries bought the rights to produce a local adaptation of the format. For example ABC produced *Ugly Betty* in the United States, the German channel Sat.1 produced *Verliebt in Berlin*, the Italian RAI is now filming *Betty la cozza* (working title) and there is a Russian adaptation *Ne Rodis' Krasivoy*. Other countries with local adaptations of this telenovelas are Belgium, Croatia, Greece, India, Israel, Mexico, the Netherlands, Spain and Venezuela. Often the original version was shown in Spanish speaking countries or the American version in some countries (dubbed or subtitled) even if there was a local adaptation. In most cases the latter was more successful regarding market shares and audience ratings.

The essay will compare several local adaptations of the telenovela regarding style and aesthetics. It is often stated that exported TV shows are successful in countries where there is a kind of cultural proximity to the culture of the producing country. But in times of an increasing international TV market the notion of cultural proximity should not only be related to language and story, values and representations of TV formats but also to style and aesthetics, because they become part of the local popular culture.

In this paper we will have a look on stylistic and aesthetic proximities and differences of the adaptations of *Ugly Betty* in countries like Colombia, Germany, Spain, Russia, and USA. After a brief summary of the development and of the cultural meanings of the international TV market for scripted formats we will focus on *Ugly Betty*, the way of this format around the world, the comparison of different local forms and adaptations and their varying success.

Queer gazing and the popular: a study on the representational strategies of queer representations in popular television fiction

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IN THIS PAPER we will elaborate on the construction of queer representations in popular television fiction. In spite of the critical and commercial success of television fiction series like *Queer as Folk* and *The L-word* the attitude towards queer representations is still articulated as controversial. The aim of this paper is to obtain a better insight into the social and emancipating role of gay and lesbian representations in contemporary popular culture. A theoretical integration and translation of the concept of queer theory and empirical research offers a conceptual framework for this study on media representations. More in particular, this paper

relies on this framework for the analysis of the popular televisual discourse machine in relation to the production of queer representations in global popular television series. We will analyse these media texts and stress the different representational strategies of queer identities in popular television fiction. We will discuss the potentiality, limits and restraints of this diversity of strategies and go into the limits of queer representations into the realm of contemporary popular culture.

Circuits of the Real: Authenticity Work in Reality TV

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ALTHOUGH ANNOUNCED ILLUSORY by post-modern discourses, the search for the 'authentic', for real and true, continues as an active project in television culture, as well as in culture at large. Cultural producers, groups and individuals work to establish their authenticity, to appear authentic and to create authentic cultural products. Among contemporary television culture, reality TV has been standing out for its authentication processes. Reality TV programming is based on 'authenticity' or 'truth claims' (Couldry 2003). At the same time, it can be argued that the very core of reality TV is in the ambiguous nature of the 'authentic' and the 'inauthentic' (e.g., Hill 2005). The truth claims on reality TV seem to be the source of viewing pleasure as well as the cause of moral concern.

In this paper, we examine the 'authenticity work', that is, making claims about what counts as authentic as well as challenging the authenticity claims made by others, in reality TV. In our work, we understand authenticity as a non essentialist concept; as a matter of shifting and socially defined interpretation and judgement. We further suggest that it is precisely this liquid nature of authenticity that has not received a sufficient amount of attention within media studies. We argue that in reality TV 'liquid authenticity' is manifested equally, but in different ways, in (1) production, (2) contents and (3) media publicity around reality television, as well as in the 'skeptical fluidity' of the readings of (4) the audiences. In addition, we address the seldom discussed aspect of (5) the participants of reality programs and their experiences and judgments of the authentic.

We look at each of these 'circuits' of authenticity in reality TV by conducting a meta-analysis on the existing research on reality television (including several of our own empirical analyses, e.g., Aslama and Pantti 2006, 2007). We begin by mapping the different circuits of authenticity, and then continue to illustrate their manifestations by examples. Subsequently, we depict the relationships and related dynamics between the various circuits. In this way, our goal is to provide a systematic account on how the circuits produce, market, as well as contest and struggle for definitions of what is authentic. Ultimately, we wish to broaden the understanding of authentication processes in reality TV and discuss how the different manifestations of authenticity work can be reflected in larger social realities and related theorization, such as the model of 'circuits of civic cultures' (Dahlgren 2005) and the concept of 'redactional democracy' (Hartley 2004).

Understanding dynamics and motivations of celebrities' political endorsements

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CELEBRITIES ARE RICH of symbolic capital (Bourdieu) and characterised by a high visibility and display in society, which lends them a considerable degree of power and influence on audiences. This has been largely exploited by advertisers, but also by social movements and politicians, who use celebrities in campaigns and in meetings. Sometimes celebrities take the initiative to promote particular ideas (or products), e.g. a social cause or political candidate.

This paper focuses on celebrities' influence in the political field, especially through their endorsements of candidates and/or parties. It investigates how celebrities transcend their habitual fields of showbiz, sports or culture into the political field, becoming 'celebrity politicians'. This term is coined by John Street to describe the celebrification process of the political field, in which he discerns two phenomena. On the one hand, politicians seem to adopt celebrity characteristics, and on the other hand, celebrities with no political mandate are making political statements. In this paper, we focus solely on the latter.

The dynamics and motivations of politically endorsing celebrities are examined through in-depth interviews with a series of Flemish1 celebrities. However, celebrities are generally difficult to get access to, which has caused a gap in the literature on research with celebrities in person. This paper aims to fill this gap. The findings reveal the process of celebrity commitment and participation in politics, the motivations that lie behind their decision (not) to endorse, the way they experience these actions and what the consequences of their actions are according to them.

Digital Blasphemy and Convergence Culture: How "Hater" Jesus Met Bill O'Reilly

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THE IDEA THAT Americans are engaged in a culture war between the religious right and the secular left was first proffered by James Davidson Hunter (1991) in *Culture Wars: the Struggle to Define America*. Hunter's ideas struck a chord with a number of people on the religious right, including Pat Buchanan, who told attendees at the 1992 Republican National Convention, "There is a religious war going on in our country for the soul of America. It is a cultural war, as critical to the kind of nation we will one day be as was the Cold War itself" (cited in Lane, 2006, p. 168). Today there is little debate over the growing strength and moralistic influence of the religious right on American culture and public policy (De Leon, 2006). The political effects of America's culture war have included the "rise of pro-life, pro-family, and media reform movements," the "campaign for more values-oriented school curriculum," the "expansion of tax revolt," and an "attack on entitlements" (Smoler, 2001, p. 74).

This paper examines an internet video in which Jesus has an orgy with strippers, knocks out an old lady, steals her necklace, steals from a homeless man, and rolls a joint with a page torn from the Bible. We argue the circulation of images of Hater Jesus (the star of the video) on two popular cable television talk shows makes Hater Jesus a significant case study of media convergence. We propose that Hater Jesus can be interpreted as both a salvo in the culture war and as a legitimate criticism of the Christian Right. Our essay concludes with a discussion of what the dis-

tribution of Hater Jesus across media platforms says about the utopian promise of convergence culture and the public sphere.

Construction of nationalism and identities in production of popular culture: A television series "Valley of Wolves" and a cinema film, "Valley of Wolves in Iraq as a case study"

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GLOBALIZATION, WHICH HAS been a new appearance of capitalism in economy since 1980, has brought about both the right-wing politics, in the level of national, become dominant in the politics and brought about beyond-nation structures become prevalence. Multiculturalism together with these concepts in the social and cultural dimension has led to increase in discussions in the concept of nationalism, democracy, the other and the identity. Arguments of nationalism and identity which have been discussed together with globalization has also been started to appear in popular culture.

Popular culture which meets the imaginary demands of people and thus gives pleasure to consumer via mass media industry is everywhere. The products of popular culture have diversity in the series, football, cinema etc. The body of these products distorts the reality that it claims and thus it might shape its meaning to many ways. Identities, groups, genders and nationalism etc. are built and presented on popular culture. These become stereotype, thus the products of popular culture play an important role in the formation of the behavior between social groups and identities via mass media.

In Turkey, the media whose numbers were increased as a result of politics of privatization after 1980s and which gain autonomy and thus expand its influence, became the first generator and server of nationalism and politics of identity. As a result of this production in the media, societies might elevate the value judgment, but at the same time they trivialize this value. According to this, the television series "Valley Of Wolves" and the cinema film "Valley Of Wolves in Iraq", both of which have the most primetime record ever, are the most significant example in Turkey.

The television series "Valley Of Wolves" which was broadcast firstly in 2003 and which is still broadcast, and the cinema film "Valley Of Wolves in Iraq" which appeared in 2006, have had great impact in Turkey as well as in the world. In the serial, the relationship between Turkey and international mafia organization is depicted. As for the film, the event between the Turkish chaplain and the American soldiers, which is also known as "Hood Event", is depicted.

Nationalism is rebuilt in the serial when at the same time it explains the international politics and location of Turkey as well as identities of people in Middle East. In my thesis, I worked with how nationalism and identity politics are rebuilt and presented as a new elevated globalization value in the film and the serial, which are the product of popular culture by analyzing 55 episodes and the film.

Entertainment Television and Journalism

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IS THE JOURNALISTIC sub-field becoming more or less autonomous? And, paraphrasing a recent question posed by Michael Schudson, in relation to what other institutions or fields of power in society could journalism be considered autonomous? Usually the most debated relation in this respect is that between

journalism and entertainment. One common standpoint in this debate is that entertainment is eating its way into serious journalism, affecting it negatively and being detrimental for the political public sphere and political reasoning. Quite often this development is considered to be the result of the commercial logic of the media, where increased economic pressures on journalism is said to be the driving force towards tabloidisation and a general dumbing down process.

Speaking from a Swedish position, where this commercial logic is quite recent due the long-time dominance of public service media, this specific kind of commercialisation process can be observed years ahead of the commercialisation of the broadcast media. Given this fact it is quite possible to argue, as I will do in this presentation, that it is not entertainment that is influencing journalism, but the other way around: Rather than having been absorbed by entertainment, journalism has differentiated, become more autonomous as a sub-field of cultural production, and has gradually come to dominate not only factual, but also entertainment television. In the presentation I will draw on examples from Sweden, but also discuss to what extent this would be valid also for other national contexts.

Celebrity Signifiers of Global Citizenship: Implications for Cultural Policy and Activism

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INCREASINGLY THE CELEBRITY sign stands at the forefront of voluntary benefits and fundraisers on the global stage. It is not surprising that the cultural industries' principal stars would want to use their celebrity capital to raise awareness and money for global climate change, tsunami and 9/11 victims, debt relief, and food aid. However, it is worth pausing to consider the ways in which celebrity functions to house affect, then channel it into the charity economy wherein sentiment is productively contained. These campaigns are sometimes personified through such iconic luminaries, as Bono and his One Campaign, or they attain their cultural salience through media events hosted by a plethora of celebrities, such as the Tribute to the Heroes telethon or Live 8 concerts. In these cases, celebrity performs as global spokespersons and as "media friends" with whom audiences can participate in collective commitments to socio-political change, as they watch the stars reveal who they "really are"; that is, they are ordinary people doing something, using their visibility to give back, and enacting an affective global public sphere of pluralist unity and vicarious activism. In the modeling of exemplary global citizenship for all national subjects, celebrity can be understood as a "cultural technology" and ancillary to cultural policy serving to influence collective socio-political behavior defined predominately by western aesthetic conventions and transnational cultural production.

The paper is interested in thinking about how the contradictions of celebrity as a unifying trope work to substantiate the obligations of the virtuous citizen who acts in concert with neo-liberal objectives of nation-states who promote an ethos of governing through self-care. The assumption is that celebrity efficacy in the global context is achieved through cultural proximity, a mechanism to be problematized for its paternal and neocolonial resonance. Global citizenship is assembled around the moral and cultural lead of Hollywood stars and western musicians promoting a charity community in a global public sphere, so that celebrity effectively serves 1) a social function by valorizing the emotional and pleasurable consumption of culture as a part of citizenship, and 2) a political function by containing and redirecting emotion toward "responsibilized" civil action, and thus away from policy demands of the nation-state to perform a welfare function in the redistribution of wealth.

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Civil Society, New Media and Russia

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CONCENTRATION, ETATISATION AND commercialization of the media in Russia are growing in Russia and make the development of public access to the media especially urgent. There are three important instruments of achieving this goal which is vital for the civil society – the transformation of private media companies and corporations into public through IPO's, setting up public broadcasting, and creating new outlets for access on the WEB.

There are already important moves to promoting IPO's of media and communications organizations into public companies, one of more important actions in this sector was the IPO of the Russian Business Consulting company which has important assets in the Internet, in television, print media and has a news agency.

An important role in this process is played by professional journalist organisations which work towards creating public broadcasting but lack of financial support hampers the realization of this crucially important project.

In the meantime the development of new media opened a new and very efficient way of citizens' participation in communication through the internet and mobile telephones by creating blogs and sites on the Web.

Now there are 200 thousand blogs in Russia which access millions of Russian citizens, covering various aspects of life in Russia and creating new options for free exchanges of information.

The paper will concentrate on these three aspects of the development in Russian media environment which are crucial for the civil society and for the development of public sphere in Russia.

Elite Continuity and Elite Renewal in Post-Authoritarian Societies

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THE DOMINANT POLITICAL science tradition of analysing transitions in post-totalitarian and post-authoritarian societies, usually known as "transitology," identifies twin processes of marketization and democratization. This approach is now in crisis, since there is substantial evidence that there is no automatic, universal and irreversible process that leads to the predicted outcomes, particularly with regard to political structures. An alternative approach, developed over some years by the current author, and which stresses the struggle to sustain elite continuity, was first elaborated to understand the media in the post-communist countries of Central and Eastern Europe, but can profitably be extended both to the former Soviet Union and to China. In this account, the main dynamic is not one of democratization but the re-composition of the elite from a collective mode of rule to a privatised model familiar from western capitalism. This theory gives considerable insight into the processes taking place in the media systems of post-communist societies, but the question remains as to whether it is a specific theory relevant only to transitions from the centralised, command economy model in which all social and political life is dominated by a communist party, or whether it can be extended to other cases of transition. In other words, it is open to question whether this elite continuity theory is a general theory of same status as transitology, designed to explain both "post-totalitarian" and "post-authoritarian" media systems.

In order to answer that question, this paper makes a tentative step towards examining another case of transition, in which the starting points was different in very many respects. The case of the racialised dictatorship in South Africa, whose demise took place at around the same time as the collapse of European com-

munism, is chosen as a starting point partly because of it displayed radical differences from those societies. In this instance, many of the obvious polarities of post-communism were reversed at the start of the process. In fact, it is demonstrated, that while the scope of the transformation, particularly in terms of the political system, was far more extensive than that which took place in European post-communism, it is possible to discern significant similarities in terms of overall elite continuity. The major modification required to extend the theory to this case is that it is necessary to give due emphasis to the degree to which there is an opening of the elite to new forces that had previously been excluded from power (i.e. the condition for elite continuity is elite renewal). The implications both for theories of the media in transitional societies and for more general questions of social theory are discussed in the light of these findings.

Polish Media and Polish Journalism in the Arms of Commercialization and Politicization – Confirmation of Media Globalization

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AFTER 44 YEARS of communistic governments in 1989 Poland entered the path of democratic changes. According to political scientists, this process still goes on because Poland is situated on the consolidation of democracy stage. Changes which took place in the public and political sphere wouldn't be possible without media participation. On the other hand side, democratization of society and transformation of political system exerted a crucial influence on media system, push them towards commercialization and politicization.

Press monopoly was broken but for lack of law regulation in foreign capital access, Polish printed media to a large degree moved on to the foreign concerns hands, mainly from Germany. One of the main question is whether in that case Polish national interest did not become subordinated to commercial goals of abroad publishers and furthermore if journalists became an instrument in the market game.

Second part of the paper is sacrificed to transformation of the electronic media which proceeded differently. In Poland dual system has been established: public and commercial radio/TV-broadcasters function simultaneously. In this connection that public electronic media were conformed to the government's control their reliability and credibility were debatable. Researched issues are that: whether public media fulfill standards of objective journalism and how is it possible that they were used as a political instrument. Moreover, favor the authorities in public media is balanced via supporting to the Opposition by commercial TV-stations and in consequence journalists are forced to choose editor's office in accordance with their political beliefs. How will this change after taking over the authorities by the Opposition?

Both parts of the paper are supported by the empirical data received in interviews with editors, journalists and partially also by participating observation.

According to the research, Polish media and journalism are threaten with trends toward commercialization and politicization.

Thai PBS: Renewal of TCC Power or Reformation of Thai Media

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THE MOST RECENT Public Broadcasting Service in the world, Thailand Public Broadcasting Service (Thai PBS) was first broadcasted in January 2008. This new media operation provokes at least two significant questions concerning public communication. First, if the old privileged group, which includes trans-national capitalist class (TCCs) (Sklair, 2002), still dominates Thai political system, how will Thai PBS not become a tool of powerful tycoon-politicians as free TV and Thai Independent Television (ITV) do? And second, do Thai news culture and representations in PBS inherit 'the idea of development', which has been influenced by the supra-national organisations for example the World Bank?

This paper challenges the idea of public communication in which PBS tends to inherit a renewal of trans-national power, rather than reformation of Thai media, if news culture is not reformed. The case study of content analysis and critical discourse analysis of the most popular television programmes in a village of eastern Thailand indicates that Thai television news representations tend to sustain the interest of the privileged group, without offering any alternatives for the society. Moreover, news stories related to ordinary people and the marginalised have been presented slightly.

The finding also suggests that the ownership and income resources not only the factor which controls news representations, but also news culture. Significantly, the finding points that if Thai PBS still maintains 'the current news culture', it is likely that Thai PBS will assist sustaining 'the ideology of development', which tends to prolong TCC power, but ignore the majority-disadvantaged group of Thailand.

The Development and Decline of the Press in Taiwan's Political Transition

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IN TAIWAN'S POLITICAL transition, the press ban was lifted in 1988. The deregulation was aimed at "enhancing free competition, avoiding monopoly, and creating a healthy media environment." However, the incumbents continued the domination in the 1990s; then, the press industry declined at the turn of the century. This paper asks: in the post-authoritarian contexts, how did the de-regulation affect the development of the press? To answer the question, this paper adopts a historical approach to understand the development of the press in political transition.

According to the historical analysis, under the authoritarian rule, the press had been protected. The authoritarian regime controlled the press by coercion and co-option; in fact, naked repression was rare; implicit co-option was the norm. That is, the ruler offered protection and favors to the press owners, who paid, in return, ideological services. Two newspapers were given more favors, developing into press groups.

Amidst the democratization movement, the deregulation of the press was made in favor of the incumbents. The big press groups loudly advocated total deregulation, demanding that all regulations be abolished. Since the two press groups had been incorporated into the ruling groups, the ruling party supported the policy.

After lifting of the press ban, the two press groups expanded faster. Their combined market share increased from 66% to 77%. By contrast, though with significant number of readers, the independent newspapers failed in establishing distribution networks, obtaining advertising revenues and attracting further investments.

However, the big newspapers obtained the oligopoly position,

mainly by previous protection and total deregulation. Without any mechanism and enforcement to make the press accountable to the public, the press tycoons, at the peak of their business, were burying the seeds of decline, at least in three regards.

First, because there was no regulation concerning the concentration of ownership and effective competition, the big newspapers quickly won the competition. They did not improve the news quality and services to readers.

Second, because there was no regulation concerning the internal democracy of the press, the owners guided the editorial policy, excluding the participation of editors and readers. Serving only the owners' interests, the press groups began to lose readership in the late 1990s.

Third, to boost readership, the press launched promotion campaigns. Because there was no regulation about unfair competition practices, the press conducted price-cutting and prize-drawing campaigns, and boosted their sales in the short term. However, by such practices, the press did not improve the quality of news, nor win the hearts of readers. Thus, the press declined.

In conclusion, in political transition, Taiwan had adopted the deregulation policy in favor of the incumbents; the deregulation, without careful deliberation, has damaged the media system. In this case, the press had been long protected; its structure, distorted. After deregulation, the media power was concentrated, unaccountable and prone to decline. Hence, in political transition, it is vital to lay out a regulatory framework, in order to build a sound media environment.

The Portuguese Media System and the Transformation to Democracy

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THE HALLIN, MANCINI (2004), *Three models of media and politics*, has given an important contribution for the field of the comparative analyse of media systems. As a general and broad theory their model are based on the democratic western media systems. Their analytical proposal doesn't, explicitly, explain the situation of non-democratic societies as well as the processes of political transformation that some of those societies have passed after the beginning of the third wave of democratization that, according to Huntington, had begun in 1974 in Portugal.

The aim of this paper, based on my research about "Media system and political regimes in Portugal", is to discuss the Portuguese transformation that by particular reasons has taken a long period – 1974 to 1982 or 1989 according to political scientists.

This long process of transformation and consolidation of democracy has been reflected in the Portuguese media system, and, in my view, it's difficult to understand this structure as a typical situation of "media polarized pluralism", as the authors had argued. This is also supported by the political science research in reference to Portugal that considers the Portuguese democratic case as an imperfect situation of democratic pluralism. In accordance, in this paper I pretend to discuss how the authoritarian regime had structured not only the media system in that period but also during the transformation process. I propose a more close relationship between comparative political science approaches and the development of Hallin/Mancini framework. My starting point it will be the arguments developed by Juan Linz (*Totalitarian and Authoritarian Regimes*, 2000) especially in what concerns the concept of authoritarian regimes, their typologies and the formal and external pluralism of the press opposed to state close control of the audiovisuals media. This allows to test the four main variables of the "Three Models" during the transformation and consolidation process to democracy, in order to identify their features related to the authoritarian situation especially in what concerns "professionalism" and the relation between the State and

the media systems. I hope with this paper to contribute to the present debate on the relationship between media system and democratisation processes. As the nature of the authoritarian and totalitarian regimes has significant and crucial differences in their structures this paper pretends also to contribute for the development of different types of "media system and politics" focused on the transformation process.

Transition a la Turca: Comparative Analysis of Transition Periods of Turkish Media and Central&Eastern Europeen (CEE) countries' throughout the Last Two Decades

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AN IMPORTANT BODY of social science literature focusing on Turkey in 1980s and 1990s characterizes the period as one of progressive transition and favorable democratization, of a decentralization of statecraft, and, of a development of civil society. Likewise, the same era is recognized as an era of essential transformations in the Turkish media landscape. In the first part of this paper, the alleged democratization and development of civil society in Turkey throughout the last two decades is examined in relation with the media aspect. On one hand, focusing on the participation aspect, I critically analyze how Turkish civil society has (or has not) contributed to making, changing and influencing "reformation" of the media field. Examination of the consequences of such transformations in regards with the democracy, corresponds to the second dimension of the first section.

In the second part of the paper, the Turkish case is contextualized into a broader setting, by the use of comparative methodology. "Liberalization" era of last two decades in Turkish media environment is compared and contrasted with the transforming media systems of CEE countries. Particularly when observed from democratization aspect, two main characteristics of transformations emerged in Turkish media landscape may approximate Turkish case with the instances witnessed in CEE region.

First feature relates to the state-society relationship, as a major facet of democracy question. Current Turkish political system and democracy (and the media system, as well) have been constructed on the heritage of Ottoman Empire, which was a predominant Islamic society. Although the dominant political orientation was "westernization" throughout the last 150 years of Ottoman rule, the essentials of modern state-society relationship, such as civil rights, public sphere and opposition have emerged out of an Islamic context. In other words, the relationship between the state and society has followed a different pattern in comparison with Western, Northern and Southern European countries. Alike, current political systems and state-society relationships in CEE countries are results of distinct patterns of historical developments, in which the communist regime experience distinguishes these cases from other European instances.

The second characteristic of Turkish experience in regards with democratization and media is related to the European Union (EU) accession process and its consequences. As the ultimate step towards integration with Europe, the EU membership progression is one of the most influential discourses, around which the political environment is centered in Turkey, throughout the last decades. Alterations in regulations in line with the EU criteria, which trigger structural transformations in media field, exemplify best the reflections of EU membership process on the media sphere. In that sense, Turkish transition highly motivated by integration to Europe, resembles those of the CEE countries, either the ones who were granted accession or current membership-candidates. As the historical "outsiders" of the European commu-

nity, politically, economically, socially and culturally, both of the regions - Turkey and CEE countries, have been lately busy with realigning their national confi-

guration in virtually every sphere in the guidance of the EU. The EU accession process had profound and complicated consequences on media dominated public sphere, in both of the cases.

Juxtaposing democratization question in relation with the media as observed in Turkey, with CEE experiences, this paper aims to expand the scope and depth of the discussions about media and democracy. Comparative analysis of these two cases, both of which have followed dissimilar historical paths in comparison with Western and Southern European cases, might open the door for the refinement of research, and theory, regarding nationally and regionally specific media, particularly in regards with democracy perspective.

Building the Empire by Culture and Sports Emerging Russian National Identity: a By-Product of Political campaigning or Inevitable Come-Back of Cultural Heritage?

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THIS PAPER WILL not deal with numbers of any kind, except for TV ratings and movie audience, and even then it will add little to the numbers already in circulation, except maybe by rearranging it and putting it all together. This is rather the continued effort to trace emerging Russian national identity as it develops further, passing the Grand Russia empyreal phase and moving on to, perhaps, a more sophisticated belle époque, or a 'Gilded Age' that can be compared by a cultural historian to Napoleon III era or the robber-baron big time afterglow. Yet is it a quite recent development which is in itself moving from semi-conscious phase on to a self-conscious and defined strategy. Albeit it is concerned with achieving economic development goals, it nevertheless requires a certain element of political campaigning and media regulation which is affecting the development of Russian image in correlation with ongoing events.

The topic can be covered by analyzing what is going on in the following sectors: media, political strategy and the new state passage rites, new Russian cinema, and sports. In every sector we will be moving from one example to another not to exhaust the topics that can be overwhelming if treated in depth, but to show how the different factors tend to fill the mosaic that becomes the map of new Russian national identity as it emerges. Hopefully, this will enable us to understand which way the pendulum will swing and predict the zones of tension in the future history of the nation. Will it become a replica of new official history, whatever it is, or will people play a part in defining it, and to which extent that may be the case. My argument will be optimistic. I will try to show that by consolidating power in a centralized solid structure and assuring nationwide momentum of support to the political leadership, the power is faced by the need to assure more Glasnost and Perestroika to offset the inefficiency of unelected bureaucracies in the regions and corporate structures. While the older generation is easily pacified by national media, there is some fresh new group of internet users – an emerging generation of active media users, who yet may have a chance to have their say. They are the battlefield and the new frontier for the Russian national identity - and the new Russian state.

Intercultural Communication Challenges within the Rainbow Nation in a Post-Apartheid Era

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ACCORDING TO GEERT Hofstede's so called IBM research (1980, 2001) the culture or "software of the mind" of people from different countries differ with regard to five dimensions: power distance, uncertainty avoidance, individualism vs. collectivism, masculinity vs. femininity, and long vs. short term orientation. These differences manifest not only in the artefacts produced through human behaviour, but also in human communication. The differences in behaviour distinguish members of one country or groups of people within a country from others. With regard to South Africa, Hofstede involved only white South Africans in his research and created the perception that all South Africans have the same "software of the mind". On the contrary, South Africa is often referred to as the Rainbow Nation, a term coined by Archbishop Desmond Tutu and later adopted by former president Nelson Mandela. This metaphor describes the country's multicultural diversity. Bennie van der Walt, respected South African researcher, also confirms the cultural and behavioural differences among people from Afrocentric and Eurocentric cultures in South Africa. Therefore it raises questions regarding the nature of the differences/similarities of certain cultural dimensions and whether communication should focus on the possible accommodation of differences rather than the similarities. The issue that comes to the fore resolves around two overarching questions:

- 1 Can two groups within the Rainbow Nation, viz. the black and white colours be "classified" as different regarding the dimensions used by Hofstede?
- 2 Should the communication behaviour of black and white people confirm these differences and probably perpetuate stereotypes, or rather focus on the possible similarities and enhancement of the preferred solidarity and unity within the nation?

To answer the first question, an adapted version of Hofstede's questionnaire was distributed among young adults of both groups with the aim to identify cultural differences/similarities within the given dimensions. The nature and extent of the differences according to the empirical findings will be discussed as an introduction.

Secondly and more important than identifying the differences/similarities, though, is the critical discussion about whether and how these differences should decide the content and manner of communication with and between these two cultural groups. This paper therefore aims to shed light on the following research problem: Would focusing on the differences and the consequent accommodation thereof in communication confirm the social inequalities of the past in South Africa as a country in transition trying to construct a new identity of one nation in the post-apartheid era? To find a solution to the problem, the issue will be investigated and discussed within the context of recent literature and models in intercultural communication.

Gendered Identities in Postsocialist Romania

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SORIN NASTASIA,
UNIVERSITY OF NORTH DAKOTA, USA, AND TITU MAIORESCU UNIVERSITY
IN BUCHAREST, ROMANIA

THE CONSTRUCTION AND negotiation of gender in local and global settings is a "hot" topic, approached in a variety of communication subdisciplines, through diverse theoretical and method-

ological frameworks. However, the (re)formation of gender in countries and regions of the world in transition from one social and political system to another, and the connections between the macrosocial transformation of gender policies and the microsocial change in gender relationships, have rarely been conceptualized.

This presentation has the purpose of bridging this gap by means of examining gendered identities in Romania, country of Eastern Europe in transition from a socialist to a democratic system. Studying gendered identities in this part of the world during this timeframe is a hard but exciting task: communist constructs no longer apply, but new constructs have not been crystallized yet; with over half a century of disinformation, knowledge of Western models is poor, and even if these were better understood, they might well not apply.

This study explores the changes in gendered identities brought by the transformation of the social and political environment in postsocialist Romania. The analysis of data from face-to-face interviews with men and women of diverse economic and social status provides the opportunity to address the following problematics: (1) the changes in gender policies and practices in the process of democratization; (2) postsocialist formulations of ideals about masculinity and femininity; and (3) postsocialist opportunities/threats for communicating gendered identities. The study reveals both efforts to set gendered relations on principles of tolerance, and clashes between gendered identities.

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Media and National Identity of UAE Society in the Age of Globalization: Opportunities or Threats?

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MEDIA CONTENTS REPRESENT significant daily living experiences that contribute to the construction of social reality by communicators. This construction, according to Thayer, exists only in the minds of receivers who carry out re-interpretations of messages and a reconstruction of meanings. This study is an attempt to investigate how satellite television broadcasting contributes to fostering and enriching national identity or inhibiting its development in the United Arab Emirates. National identity reflects a self-construction process involving audiences as they seek to understand social, political, economic and cultural realities. The study addresses two themes: UAE youth visions of the concept of national identity as they draw on Western products transmitted via satellite television channels in the country and vision of academic elite regarding the same western ideas carried by satellite broadcasters. The study draws on surveys and interviews to gather data for analysis.

Representation of Differences in Brazilian Journalistic Discourse

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NOWADAYS, TAKING INTO consideration the technological advance, which enhances the production of mediatic discourses, and the notion of a libidinal power (Castro-Gómez), installed in our globalized societies, thinking upon representation of differences seems to be a major issue. In such perspective and considering some of the challenges proposed by post-colonialist theories (Stuart Hall, Boaventura de Sousa Santos, and others), this essay discusses the production of journalistic discourses, provoking a reflection based on cultural aspects. From the perspective of the production of knowledge, following up Rodrigues' proposals, we consider the field of media as constituted by a triple component - discourse/narrative/machines - and suggest that from an authoritarian epistemological approach, this triad proves to be incomplete: discourse and narrative, once they really are vertexes of the triangle, are absences. This way, taking the Brazilian journalistic discourse as our reference, we compare two "journalistic-documentary" productions - which intend to represent life in the slums of Brazil, in order to think upon representation of differences. Knowing of the up-to-date polarization and pulverization of discourses, we take up Foucault and, along with Flusser - who thinks upon the technical images and its indicative information - , we suggest that in the perspective of the journalistic discourse, one can only speak about alterity if one tries to comprehend the ways news is shown off, which means to suggest a review upon epistemological approaches.

"The Good, the Bad and the Ugly. Where Does Post-Communist Russia fit Into the Global Media Picture?"

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OUR GOAL IS to analyse 'the western view' of the post-communist Russian media system. The paper is structured around two questions. First, where do Western analysts fit post-communist Russia into global classifications and media typologies? Second, what label and which image of post-communist Russia is transferred via the Western media to the Western audience?

To Western eyes, the communist bloc around the Soviet-Union represented a clear, coherent and distinguished media model in line with the general political, economical, ideological model. It was labeled the communist model, the Soviet model or the Marxist model. It was characterized by state (and party) ownership, centralization, partisan journalism, and (ideological) censorship. The post-communist model, in contrast, seems to lack coherence. There is private ownership but also heavy state control, there is a ban on censorship, but also pressure on journalists to write or not to write about certain things, there is decentralization but also a highly centralized state television, there are Western-style fact-giving journalists but also convinced publicists. How to name such a system? Is there one model anyway? And why is the system as it is? The lack of coherence seems to frustrate Western researchers, who cannot reach agreement on what direction Russia is heading to, or whether there is a direction anyway. We give an overview of labels that have been brought forward to name the post-communist Russian media system as well as the broader societal system and we'll discuss the usefulness for Russia of labels applied to other Central and Eastern European countries. What place is given to Russia in international typologies and classifications?

If the lack of clarity puzzles Western researchers already, what to think about Western journalists? Western journalists writing about Russia for a Western audience can't do a thing with complexity. One of the main journalistic criteria is a preference for unambiguity. The good, the bad, and the ugly. And the nearest, the dearest. Complexity is doomed to perish. Journalists who want to make sense of Russian society today, pick one useful label, and repeat it over and over again. Post-authoritarian increasingly become synonymous with neo-authoritarian. 'Back to the USSR' is a rewarding metaphor, showing a clear direction stripped of the 'buts' and 'question marks' of the analysts.

We will elaborate the illustration of the representation of Russia and Russian mass media/press freedom in the Flemish daily press in connection with the presidential elections on 2 March 2008. The case of Russia will be linked up with universal concepts such as media logic, news values and the logic of journalism newsrooms.

Baltic Russians and Media in Post-Soviet Societies of the Baltic States

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ON AUGUST THE 23rd 1989 2 million people were forming the "Baltic chain" about a length of 600 km from Tallinn via Riga to Vilnius to demonstrate their strong company for independency. Resistance followed the Re-establishment of the independent Baltic States in 1990 and 1991 from post-communistic powers supported by Moscow. Latest since that time the relationship between Latvians, Estonians and Lithuanians and the "minority" of Baltic Russians is ambivalent and fierce. Currently 6.3% of the population of Lithuania, 29% of Latvia's and 25.78% of Estonia's population are ethnic Russians. Looking at these figures it is easy to understand the importance of this ethnic "minority" within the Baltic States. Latest the precarious relationship became apparent during the discussion about the removing of a former Soviet war memorial from the city centre of Tallinn to the suburbs.

In the frame of this discourse I am trying to clarify the relationship between media coverage and genesis of collective identities within the Baltic Communities. The paper focuses on the transactional relationship between the public spheres and collective identities following the dynamic transactional model (DTM) of Werner Frueh and Klaus Schoenbach. The basic idea is that public spheres and collective identities are linked transactional: While they appear they affect each other simultaneously and are changing itself while they appear. Following the idea: Without public spheres, no genesis of collective identities; without collective identities, no public spheres.

The aim of this paper is to adopt the terms and modelling of coherences of the DTM for the framework of public spheres and collective identities on a theoretical level. While afterwards these theoretical considerations are reflected for the ethnic group of Baltic Russians in Estonia. In Estonia researches showed that the construction of an ethno-cultural Russian identity by the press was rather unsystematically. In general two ways of identity constructions were recognised: On the one hand identities which are more or less connected to local Russian communities in different areas of Estonia and on the other hand a special identity of Russian Estonians. A political identity with the Russian Federation itself is not constructed in at all.

This paper is part of an ongoing research project about the media usage of ethnic Russians in the Baltic States and their meaning for the genesis of collective identities among the Russian minority.

Foreign Policy Representation Bordered by Economics: Italian Print Media on Russian Elections

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THE PAPER IS devoted to the Italian print media coverage of the recent parliamentary (December, 2007) and presidential (March, 2008) elections in Russia. Content analysis was a generic method of the survey. Empirical basis of the survey includes the on-line versions of the most reputable daily papers such as "Il Corriere della Sera", "La Stampa", "La Repubblica" and weekly magazine "Il Panorama" (more than 100 articles were selected for further study).

Each of the above mentioned publications followed this important political event (we could fuse both election campaigns into one electoral cycle) with great interest. Big lightning action of pre-election campaign promoted daily updating of the information.

For example, during the period from October to December, 2007 about 20 articles were devoted to the subject of the Russian Parliamentary Elections. In October first articles on this subject could be described as neutral without comments and prognostications, just facts.

The media coverage tone changed on the 16th of November, when in the newspapers appeared critical articles. They described the refuse from the Russian side to host OSCE observers who aimed to watch the elections they could not obtain the Russian visas for "technical" reasons. After this accident the Italian print media started criticizing of Putin's policy, published a number of articles on the arrest of Garry Kasparov with fragments of his interview and negative remarks about the "illegal" character of Putin's power.

The 3rd of December (the day after elections took place) became the record day in terms of attention devoted to Russia: four articles were published that day in the "La Repubblica" and three in the "Il Corriere della Sera". The results of the elections in these articles are described as controversial and Putin called the "tsar" definition. The elections were presented as the "death" of democracy in Russia where the authorities ruled the country always from top to bottom. The media pointed out that Putin could be able to restore the approximately disappeared in the 90-s faith in the Russian society, which was the myth about the strong soul, strong unity, and military power. Besides, Putin gave the feelings about so called "stability", heavily connected with the period of his presidency, and his personal factor. The newspapers concluded that Russians found themselves in deep disorientation.

Despite of the politically biased and inadequate coverage of elections the Italian audience was provided with there is no doubt in the strong influence of the big economic interests on the issue. This suggestion was supported by the Italian journalists working in Moscow. Being a main energy (gaz, mostly) supplier to Italy, and, by the way, to the biggest part of Europe, Russia is seen as a non-democratic but still very important country to Italy.

In the frameworks of the long-term survey on the image of Russia in Italian media (and vice versa) the character of the elections coverage does not look surprising.

Political Propaganda in the Putin Era

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THE ARTICLE WHICH I would like to present to the 26th Congress of the International Association of Media and Communication Research is an analysis of the propaganda developed during the period of Vladimir Putin being in power in the Russian Federation (1999-2008). The article is trying to analyze, from the point of view

of communication, the system of media outlets created in order to disseminate the monologue of the power, to eliminate all the other media sources if they are attributed to any other social group whose opinion on the way Russia under Putin is going is dissent from the official one.

Deep lacoons are characteristic of this system but it is extremely effective and efficient in general to address the Russian society with the official message. It also contributes to deepening the gap between those who are allowed to communicate and those who are not in this country. It goes without saying that the situation with media system has been part of Russia's ascend to the centralized authoritarianism and the almost absolute erosion of all mechanisms of social representation which were formed in their embryo-like forms during the period of ruling of Boris Yeltsin.

The article will tackle such fundamental issues as the reconstruction of the "media" industry in Russia, the electoral propaganda (especially related to the 2007-2008 elections), the media legislation, the usage of the war in Chechnya for propagandistic purposes, the usage of the image of the "Western" enemy as well as ways and means chosen to silence both political and media opposition.

Television Coverage of the Russian Parliamentary and Presidential Elections During 2007/2008 Political Season

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THE FIFTH STATE Duma (the Lower Chamber of the Russian Parliament) was elected on the Second of December, 2007 with 64% turnout and 63% votes for the "United Russia". The television coverage of elections in Russia consisted of two parts: the news coverage and free airtime debates between registered political parties (except the "United Russia" which refused to participate) on the state national and local TV channels. Between these lines there were also number of TV shows where candidates participated as guests, or political agenda directly and indirectly was discussed.

According to several research and monitoring groups the "United Russia" in which Vladimir Putin was on the top place of the candidates' list received the biggest proportion of airtime in all television shows. Among the televised debates just discussions on the Second channel were transmitted live which led to more open and emotional opinion exchange between the candidates on selected subjects including politics, foreign relations, economics, current social situation in the country. But the main problem was the audience size, which even for the evening live debates wasn't more than 5-6% of potential watchers. The explanations of that factor are in several aspects as: very late airtime, when audience maximum size is about 10%, then boring style of debates moderating and staging, bad preparation of some candidates for effective television use, especially colloquial abilities to argue and defend their political thoughts, and absence of the "United Russia".

Soon after the Parliamentary Elections (in the middle of December) the "United Russia" suggested Dmitry Medvedev as the candidate for the next presidential term. He was also supported by some other political parties and acting president that time Vladimir Putin. Such decision figured out the main trend in the further election coverage by the Russian television channels. Medvedev was always in the center of the coverage. Although the official term of the presidential elections campaign started just a month before the Election Day (March 2), Medvedev began his intensive trips to different regions of Russia right after the "United Russia" political congress took place where he received such important administration support. All his meetings with local bureaucrats and ordinary people in Russian regions were widely covered in the news programs on all national television channels and local ones.

During the final month of the official election campaign all four registered presidential candidates received again the free access to the national and local state television channels and used this airtime in the debate format. But again the candidate of the "United Russia" (Medvedev) refused to participate. Basically "United Russia" party machine and Putin's strong support guaranteed Medvedev firm win with 70% of votes vs. 17% for Communist leader Zyuganov, 9% for the Liberal-Democrat Zhirinovskiy, and 1% for the Democratic party leader Bogdanov. Television in general decreased its influence on the voters' decision during the Election Day, and on the contrary the role of the political parties started to be more important. This tendency likely leads to form a new structure of political communication with a new place for television in it.

U.S. Newspapers about Russia's Economy

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WE DARE SAY that on the eve of the presidential elections in Russia the problem of the country's economy development attracted much attention of American Media. The change of leadership made the question of future US – Russia economic relations unusually significant. The content – analysis of two researched American newspapers – *The New York Times* (NYT) and *The Washington Post* (WP) – shows us that on the eve of the elections these editions were focused on coverage of such questions as:

- What kind of market is Russia in general?
- What are the perspectives of mutual collaboration with Russian business elites?
- Who are these businessmen?

In articles dedicated to the world business Russia's development is often mentioned side by side with other "emerging-growth economies" – Brazil, India and China (so called BRIC). Russia is usually estimated as "an attractive emerging market", one of the largest oil and gas exporting nation. That's significant that two analyzed newspapers were focused on huge oil and gas monopolies (*Gazprom, Lukoil, Rosneft*) which are of great interest to the US business. In this connection it's not surprisingly that NYT paid considerable attention to the Russia's attempts to shift its oil trade into rubles. The New York Times connected this decision with D. Medvedev's plea to use opportunities created by the weak dollar to make ruble "one of the regional reserve currencies".

Estimating economy growth of Russia which is previously based on oil and export American Media emphasized its complicated consequences: from the one side the growth of economy serves a purpose of Russian political influence reinforcement on its neighbors. From other – despite the fact that Russia becomes one of emerging-growth economies these results don't secure it's leading positions. The situation's explained by the population decline which would lead to the lost of sovereignty (*P.Khanna Waving Goodbye to Hegemony. NYT, 01.27.2008*).

According to the researched Media the key positions in Russian business belong to former Federal Security Service officials who got access to the huge state-run corporations and monopolies thanks to the President Putin. It's important to notice that on the eve of possible election of Dmitri Medvedev's who wasn't an intelligence officer American Media raise a question – "Whether the security service will retain its power?"

It's obviously that Russian market is rather attractive for American business and especially those segments which connected with gas and oil production and export. Meanwhile it's not stable, aimed to work out its rules, based previously on source of raw materials, which are used as a political weapon. Future of Russian elites isn't absolutely clear too. These peculiarities arose critics of the researched Media.

Changing Strategies of Russian Business Press

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THE PRESENTATION IS concerned with the business publications and their strategies in Russia. In Russia, the demand for specialized information like business information has been rising with the rise of economy. In this presentation, the main focus is on different market strategies of Russian and international companies in the Russian business information market. Russian economic and business publications have had different entry and ownership strategies, depending on the timing of the entry and source of the initiative. The situation is mirrored to the historical background and the current trends in the media field. The presentation addresses three cases, including Kommersant, Vedomosti, and RBC.

New Post-Socialist Media As a New Kind of Intercultural Communications (Blogosphere of CIS and the Baltic States)

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AFTER THE DISINTEGRATION of the USSR the modern beta-formed model of the world is characterized not so much by transition from bipolarity to multipolarity, but by changing the two-dimensional existential paradigm to multi-dimensional. The communication becomes defining for fragmentary (Rosenau, 1994) society association. Intercultural communications develop a special value when civilizational and national distinctions can become «the breaking lines» (Huntington, 1994). Normative theories of the intercultural communications from the previous century do not reflect the new realities and need to be redefined.

Civilizational identification of the USSR was treated as a type of "Soviet Civilization" (as a type of non bourgeois culture with special views on space, time, system of values). After disintegration the issue of Russia's and Post-Soviet countries' civilizational conceptualization has not been solved. Development of authentic statehoods in Post-Soviet time shows substantial distinctions between the countries (political, economic, social, cultural) and their drift to different civilizational models, however within the limits of the bourgeois culture system of values.

During the information age Internet is one of the major multi-dimensional intercultural communication channels and spheres. Network communication is a new kind of the intercultural communication, especially in Web 2.0. It differs from traditional (verbal, nonverbal, paraverbal; Shilina, 2008) substantially. Determining factors of understanding, perception, interpersonal attraction, etc. become different.

The most adequate to the modern anthropocentric and socio-cultural discourse is the network diary (blog) in its variations (podcast, a videoblog, a moblog). Blogosphere (all blogs and their interconnections) is growing rapidly (40-70 % a year; Sifry, 2006). Blogosphere of Runet, a Russian-speaking part of the Internet, takes the seventh place in the world (UniversalMcCann, 2007).

The analysis of genesis, the current condition, features of development of Russian-speaking blogosphere of the Post-Soviet countries allows us make a number of generalizations. Blogosphere is the active multicultural sociocultural communications environment. Although blogs tend to be hosted by different states, Russian language is the most demanded in the blogosphere of the countries of the former USSR. The structure of the intercultural communications confirms the thesis about tolerance, cultural identity of Russian-speaking Post-Soviet space and non-antago-

nistic character of intercultural distinctions. The balance of ethnic and universal is obvious. It is possible to ascertain the ascending sociocultural mobility of new Post-Soviet young generations and probably we should present at a new type of productive orientative character formation. We can speak about the democratic character of blogosphere and its non bourgeois intercultural values because of homogeneous subject-to-subject communications and absence of macroagents. It is forming a new type of intercultural communications not only on-line, but also off line, such as so-called BlogCamps (2007).

New media demonstrate the trends to cultural exchange, unification, joint actions of Post-Soviet youth and allow to form new metacommunities on the basis of intercultural communications and to form non bourgeois systems of values.

The Latvian Public Service Broadcasting on the Way of Differentiation from the Political to the Media System

AINARS DIMANTS

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THE FUNCTIONALLY STRUCTURAL system theory of Niklas Luhmann says that the basic function of media systems – to conduct the self-observation of societies - is possible only if the mass media system is a permanent system with permanent logic about its functioning. This is particularly applicable to the position which the Public Service Broadcasting has in the Republic of Latvia.

Taking into account the right of owners to decide the type and ideological line of their media, their being in hands of foreign capital may encumber the implementation of national interests (of Latvians, respectively, of the Latvian nation) through them. Eventually, being sole large electronic media in hands of the national capital, the public broadcasting organizations – Latvian Television and Latvian Radio - are becoming increasingly significant. This is particularly true in the field of television.

On the other hand, the chronically insufficient budget that is envisaged for formally public broadcasting organizations in Latvia completely depends on the government, respectively, on the political will of the corresponding parliamentary majority, but not on the license fee, the introduction of which is not even started. That is the regulation, provided by the Radio and Television Law (1995).

Unfortunately, in this respect Latvia does not stand out among other countries of Central and Eastern Europe, where transition from the state broadcasting organizations to the system of public broadcasting organizations has not yet occurred. Hence the liberation from the government and state power is still to come. This does not mean, though, that there are grounds to speak about direct censorship. One could rather speak about interference of the state, self-censorship, and one-sided and selective presentation of news.

Evidence to this is also the procedure by which the supervisory institution – the National Council for Radio and Television - is formed. It is not appointed by professional associations neither is it a representation of significant social groups, it only consists of the representatives of the national parliament (Saeima) and thus is an approximate reflection of political power, and hence of proportional thinking rather than professionalism.

The North/Central European or Democratic Corporatist Model of media system described by Daniel C. Hallin and Paolo Mancini in the concept of three models of media and politics (2004) corresponds to the Latvian media development in the present and in the past. The topical issue is the re-integration of the Latvian media in the North/Central European (Democratic Corporatist) model of media system, which Latvia had in the twenties and the thirties of 20th century. Also the public broadcasting fees were characteristic for this period.

Latvia already have some elements of Democratic Corporatist

model again, including public activities to insulate public broadcasting from control by the political majority, critical orientation toward established institutions, along with the insistence that journalists should actively set the news agenda. Also the discussion about new Radio and Television Law reflects the coexistence of liberal traditions of press freedom and a tradition of strong state intervention in the media, which is seen as social institution.

Why Do We Blog in Slovakia?

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SLOVAKIA IS ONE example of Eastern European countries that have been suffering for long from the communist legacy of media subordination to the government. The Slovakian media scene has come through a difficult developing process. In the past several years more and more Slovaks turn to blogs, which are frequently modified WebPages containing dated entries listed in reverse chronological sequence. Blogs, within a short time period, have gone from relative uncertainty to enormous popularity not just because they enable easy, inexpensive self-publication of content for a potentially unlimited audience on World Wide Web. But indeed they enable Slovaks to open up new frontiers to negotiate the right to alternative sources of information and offer them new spaces of expression and deliberation that did not exist before. Blogs have become for some parts of the Slovak audience a new public sphere where people can argue about sensitive topics, fact-check arguments and rebut them in a never-ending conversation.

In my research paper, I am willing to examine the phenomenon of blogs in Slovakia to uncover and analyze the unprecedented changes that are occurring within the Slovakian media landscape. Through an ethnographic study and a questionnaire, my primary concern is to try to find out the reasons behind the popularity of blogs among Slovaks and to explain the driving forces that have made of many Slovaks avid bloggers.

Yet not “modern”: Journalism Culture, Hybridity and the Reenactment of Liberal Values in Post-Authoritarian Mexico

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THIS PAPER AIMS to examine the journalism culture in a transitional democracy such as Mexico, in relation to the journalists' perceptions and views of their own role in society. It claims that a re-enactment and re-interpretation of journalism values engrained in the country's own cultural values has yielded a distinctive journalism culture. As Mexico continues to undergo political change after being ruled by a single party over 70 years, the paper identifies a set of disruptive and contradicting relations between the media, the political system and the wider national culture. The paper contends that Mexican journalists are entrenched in an ongoing process of negotiation and re-enactment of values trapped between contesting journalism cultures that inform their practices, namely the objective (factual and editorially detached) and the partisan (commentary oriented) traditions.

The paper questions and challenges both the operability and pertinence of assessing journalism in transitional democracies through the prism of the rigid normatives of the liberal tradition, which posits values such as objectivity, editorial detachment and factuality as the hallmarks of quality and professionalism, since the objective-interpretive, liberal-authoritarian dichotomies thus fail to account for the wider, cultural context wherein the journalism practices take place. Instead, the paper argues that the notion of hybridity best serves to capture the obliquity of settings such as

Mexico, wherein a parallel recreation of journalistic tradition is historically rooted, one that simultaneously captures strong commentary, opinionated radio journalism -where radio presenters exert a pastoral role and greatly influence the public opinion – and a print press that limits itself to the “factual”, descriptive (and often passive) reporting.

This hybridity, alternative way of “modern” journalism culture places the journalists’ perception of their occupational role in constant resistance, tension and negotiation on whether being objective and editorial detached or yet to assume a critical, often partisan position. It turns out that despite distancing themselves discursively from the partisan, opinionated model, journalists do seem to play an active role in guiding society, but seem to be curtailed by the boundaries of the “objectivity”. Thus the project poses the question on whether journalists see themselves as having

to serve (or de-serve) democracy, in a context where also democracy as a normative concept has been severely questioned, mistrusted, utilised as a political banner, or badly coloured by the local state of affairs.

Ultimately, the purpose is to question whether factual, objective and detached journalism as cherished by the liberal norms is the relevant and most appropriate one in a society whose journalism tradition is oral, commentary oriented, or whether this “factuality” has derived in a political detachment and cynicism. The paper is being informed by empirical research consisting of in-depth qualitative interviews with 85 print and radio reporters, editors, managers and senior presenters, taking as a case study the conflictive post-electoral conflict in 2006, where fraud allegations and social polarisation made the tradition-modernity discourse a visible, yet blurring binary.

Visual Culture Working Group

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A smiling divide: the parodic visual dialog between brazilian and north american films in the fifties and early sixties

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BRAZILIAN CINEMA HAS often been seen as the birthplace of "cinema novo", a radical embrace both in themes and film aesthetic of its third world national persona. This departure from the Hollywood-inspired production system sought the construction of a new way to reflect the turbulent cultural and political times the country was going through in the sixties as well as an ideological left-leaning response to the context.

The so-called triumph of the "cinema novo" obliterated from the screens the previous high-grossing genre in the forties and fifties of the "chanchadas", popular comedies that were hardly at all sophisticated, but demonstrated a very characteristic way of the Brazilian popular culture deal with authorities and global divides: humour and parody.

Many movies from the "chanchada" genre were modeled after north american ones, mocking the melodramatic seriousness of the originals and enhancing an identity-forming role both positioning brazilians as "close friends" of the north americans as well as their "smarter cousins" because of their easygoing way of life. Such praise of the common good tempered light spirited citizen in fact updated deeper a relation with any power figure, either the former Brazilian Emperor or the Portuguese Colonial powers, whose cultural substrate became deeply ingrained in the nation's character.

Title: Mapping visibilities of Turkey between 1948-1952: Marshall Plan Films and birth of development discourse in Turkey

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THE PHRASE PANOPTICAN gaze has become synonymous with apparatuses of social control. But the role of vision extends far beyond technologies of control to encompass many modern means for the production of the social; from mythical god trick of seeing everything from nowhere to put the myth into ordinary practice. This affirmation about visibility applies to the politics of discourse in more than metaphorical ways. To bring something into discourse is similarly to consign them to the fields of vision (Escobar, 1995). In the light of this assertion in this paper, inclusion of Turkey in the development discourse following the Second World War will be described by the analysis of Marshall Plan films about Turkey.

When, in the summer of 1947, the European countries signed on for the Marshall Plan (officially known as the European Recovery Program), each of them including Turkey, accepted a clause which allowed for the dissemination within their borders of 'information and the news' on the workings of the plan itself. From these premises, there sprang the greatest international propaganda operation ever seen in peacetime. Besides various communication methods utilized to persuade aid-receiving countries' citizens about the virtues of the Marshall Aid, such as press releases, publications, posters, photographs, exhibitions, radio programs, newsreel stories and even puppet shows; more than 250 films were produced by the MP Information Division in Paris. With titles like *Me and Mr. Marshall* (1949), *It's Up to You!* (1949) and *The Struggle for Men's Minds* (1952), the films were mainly short-form documentaries, instructional and didactic in temper, alternatively

buoyant and stern intone, some country-specific, some trans-European and dubbed into native tongues, all designed to sell the American model of capitalist democracy to a continent ravaged by war and threatened by (or worse, contemplating) communism.

Although not involved in WW2, Turkey was one of the countries, which not only benefited from Marshall Aid, but also became the theme of several Marshall Films, such as *Yusuf and his Plough* (1951), *The Village Tractor* (1951) and *The Turkish Harvest* (1952). Predominantly illustrating the transformation of the "backward" conditions under which Turkish urban-people live into a "productive and normalized" social environment thanks to Marshall Aid, these movies, as well provide with valuable insights about the regimes of representation that place Turkey into a certain discourse, namely development. Since then, development discourse has historically been such a dominating one in the country, in economical, political, social and cultural spheres.

In this paper, the mapping of visibilities of Turkey through the representations Marshall Plan planners and experts utilized as they design and carry out their program is analyzed in detail in order to show the connection between the creation of visibility in discourse, and the exercise of power. The study of employed techniques of visibility, namely The Marshall Movies about Turkey, problematizes the development of "development discourse" in Turkey, the mechanisms and institutions that were agents in making of development discourse, and, the kind of subjectivity it fostered on Turkish people.

Collective Literacy and Digital Opportunity

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THE CAPACITY FOR a person to operate as a literate being emanates from the seemingly meaningless drawn strokes and ill formed circles that emerge during childhood. Being generally literate has its building blocks in the experiences and mark making that happen during this period.

The evolving and abstracted drawings are an outward communication and are one way that the child announces to the world that she or he is a person developing imaginatively, communicating and contributing to society. These circles and strokes form images that represent a child's contribution community. Letters and numbers form as a consequence, usually under the guidance of tutors and teachers.

Each symbol, made initially using strokes, then circles, will change as the child grows, as the child finds more intricate ways to represent their world.

When drawing, a child uses the visual elements of line, tone, texture etc. to record and express responses to experience. An imaginative world becomes ordered and the subtleties of observation and play are externalised for communication purposes by the creation of these symbols or markers. These experiences form a part of the subconscious.

Through experience, the child learns discernment, develops sensibilities, receives and evaluates responses and forms a sense of the aesthetic and the moral. During this time, the child is developing an imagination and can, through uninhibited expression, become an imaginary being. The child is able to reorder an environment developing imaginative worlds where it can live, and create identities that are outside their own limitations. Broader sensual experiences of sound, touch, smell, taste as well as sight come into play and the jottings that occur can represent untapped sources for stories and further interaction with environment. Privileged adults often tap into this phenomenon. Having been through the described experiences themselves, they write stories for children. This practice often fascinates participating children as it reinforces and legitimises their experiences. It is interesting

to note that authors often include adults as the intended audience for these stories. The source material for these stories is often forgotten or not experienced by adults in their early years.

The phenomena discussed above about an analogue childhood and digital technology have links; the scenario is similar. The incomplete circles become enclosed and become the number zero. The strokes are further codified by technology and become the number one. Zeros and ones form the basis of a new literacy. There is much potential for each citizen of a country to be included and take part in the digital environment, but this factor may also create a divide within countries; including the countries that are well resourced with the technology. Meaningful participation by a citizen requires a literate involvement. Ideally, digital media and society actively cohabit together and the concept of a privileged few is diminished.

My presentation will look at the accessibility of visual and media participation and the importance of the collective literacy that is required in order to participate in society, ultimately as a digital citizen.

Argentine Film at the turn of the Twenty First Century: Plots and Forms of Storytelling

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BETWEEN JANUARY OF 2000 and September of 2006, 355 movies came out in Argentina. These movies were both produced or co-produced in this country. Nevertheless, the long term memory of the spectator can only hold up to 20 movies, approximately 5.6% of the overall percentage. These twenty films are retained thanks to movie critics and the spectators recognition and acceptance of Argentine film's capacity to tell a good story filled with life, mundane daily dramas and a touch of theatrics. Fame and the politically correct are usually not taken into account by these movie makers.

This article is about the Argentine film's style of telling stories as well as its theme or plot selection between the years 2000 and 2006. These films will be analyzed by observing certain aspects such as who tells the story, what type of effect this has on the public, what are the basic principles of Argentine screenplay and how the stories relate to the interpretational context in the country at the turn of the century. This analysis will be guided by the Laswell Paradigm. In order for the communication to make sense, each and every step of the communication process must be taken into account. The process of audiovisual communication includes a process that consists of production, realization, distribution and consumption. There are two key moments in this process: the codification and decodification. These translate into production, the elaboration of the message and the response from the audience. What would have happened if Fabián Bielinsky had come out with *Nueve Reinas* in February of 2008? Or, was there any room for a story like *El Ratón Pérez* in December of 2001?

This article argues that *Nueve Reinas* and *Plata Quemada* could not have had the same effect if they were to have been released on a different date. If at that time, Piñeyro achieved an impact eight out of ten, today he would barely reach four. On the other hand, *El Ratón Pérez* and *Cleopatra* could have never worked in 2001, it just wasn't the right time.

Communication develops from a ritualistic type perspective of the phenomenon known as communication itself. It must be understood as a process that uses symbols, wherein reality is produced, maintained, repaired and transformed. Thus, arising models and social mannerisms are maintained over time, beyond the initial message. The big screen promotes certain views of the world, it even works as a social interest service. On that note, we cannot overlook the role of the spectator. With the help of critics,

the audience is the group that creates the value: the publicity and recommendation: the second and third reason for going to the movies. The difference in appreciation or value comes from the type of impact that it has on the interpretative communities, those who condition the meaning of the message.

Therefore, the themes and narration styles arise from the articulation of all the elements that are sprung into action when a message is emitted. The transmitter and the spectator of Argentine film in the early twenty first century is concerned and interested in three topics: corruption, commitment issues and family situations.

Sport Presentation in Perspective of Media Event: Trident Model of Competition, Culture, and Commerce

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GLOBAL COMPETITIONS MAKE great influence in the world as a significant media event, such as Olympic Games and the World Cup. How to grasp attraction of people, organization, and enterprise as much as possible? Sport presentation takes a crucial role which is treated as a face and image of competitions.

Sport presentation is a quite fresh concept which originates from a branch of creative industries, big event presentation. Sport presentation mainly refers to presenting the relevant content of competition rules, players' information and culture of the host country or city to the spectators in the spot by means of announcement, video screen, scoreboard, music, illumination, live show and interactive activities, etc. As we know, sport presentation is dominated by competition requirements cultural identity and commercial interest, which consist of a trident model. My hypothesis is to measure how these three dimensions vary sport presentation in creative ideas generation, design and production process.

The author will adopt method of case study and field observation to collect the data. The staff in venue operation center, spectators, athletes, and sponsors of Beijing Olympics will be in enquiry and fill in the survey. Mixed with quality and quantity research approach, the influence index of the factors related to competition, culture, and commerce will be present clearly separately and the author will make a judgment what's the relationship among them.

The contributions of the paper list below: 1st, demonstrating sport presentation in practical and theoretical horizons and value its application. 2nd, analyzing competition, culture, and commerce dimensions in critical perspective and it specializes seeking for the balance among them. 3rd, creating new commercial value to make sport presentation realize industrial operation properly. Therefore, implication of the findings is that sport presentation doesn't only enhance more enthusiasm and atmosphere in the competitions by providing relevant sport information and entertainment elements, but also roots deeply in culture background and commercial interest. Probably, Competition, Culture, and Commerce are more relied in term of different events, host places and covering areas.

Picturing Shanghai in The Young Companion Pictorial: A Visual Portrayal of the Linkages between Film and Print media in Shanghai, 1920s-1930s

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The period between 1920s and 1930s witnessed not only the golden developing age of Shanghai urban modernization and

internationalization, but the first flowering stage of print media and film industry in Shanghai as well. The development of new media enlightened the public "seeing" desire and the emerging consumption demand of visual culture. The linkage between film and print media in Republican Shanghai deserve more attention. This study explores the spread and socialization of film culture through print media in Shanghai from 1920s to 1930s, and mainly focuses on the correlation between film and print media with textual analysis approach through the case study of *The Young Companion* (*Liangyou* 1926-1937), one of the most influential and representative pictorials related to film in Republican Shanghai.

The study finds that in *The Young Companion*, the abundant movie actresses dominant on the covers, the Hollywood ideology introduced within its identity and the advertisements with self-proclaimed avant-garde style demonstrated the trace of the reciprocal correlation between film and print in the aspects of communication and visual culture. On one hand, beyond film exhibition in cinema place, the print media played a significant role in the socialization of film media, spreading film culture into Shanghai citizen's everyday life and providing an intangible endless space-time for "gazing" between film and audiences/readers. On the other hand, the emergent film culture enriched print culture and bloomed Shanghai movie magazine industry consequently. To some extent, film was an advanced visual media out of print and photographic technology, while print media was the extension of the silver screen. More importantly, both of them contributed their shares with each other to the fashioning of a modern imagination and sensibility in 1920s-1930s Shanghai. Those elaborate composite pictures in the pictorial involving movie stars' on-and-off-screen images and scenes cited from the silver screen about Shanghai urban women's images, modern daily commodities, urban family decorated styles, entertaining venues and activities, modernized urban vistas and etc., were used to represent and reconstruct the visual portrayal of shanghai-a modern international cosmopolitan between reality and imagination, tradition and modernity, China and the west. Readers' curiosity for seeing and their imagination of modernity were met in the process of visual pleasure and experience when reading such prints as *The Young Companion*. Consequently, the modern social values were gradually shaped and turned closer to the modern Western culture and the capitalistic consumption by the conspiracy of print media and film, which helped to accelerate the progress of Shanghai urban cultural development and its modernity formation.

Analysis of a cityscape in ruins: Still Life, throw the gaze of Jia Zhang-Ke

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NOWADAYS, TO TALK about the "cultural studies" implies questioning the radical changes, the transformation process that dominates every settings and spheres. It means that, in this perspective, we must consider passages themselves as important places of transition, places which are different from an ancient and ruined order, but also from a new emergent one. These passages are singular fields of experience because they allow, in a fluid and paradoxical way, to pass from one indeterminate state to another (Coles). At the same time, this phenomenon can be discussed in its connection to public and private spheres.

In particular, I am interested in eastern urban culture as a paradigm of the contemporary relation between individuals and their environment. Our proposal concerns to analyse the cityscape as an «intertextual terrain of passage» (Bruno), characterized through a tension between outside world and inner life, where each one's intimate journey is included. As part of the global economy and culture, eastern cities reflect its main visible impact on the territory. Precisely, we intend to emphasize how these transformations

give us an opportunity to interrogate its implication with daily contemporary individual's lives. Are they shaped by the outside environment? How do we deal with a different relation to space-time? Are the personal interrelations changing? In what direction?

With this proposal I suggest that these questions can be illuminated through the analysis of the film *Still Life* (2006?), of Jia Zhang-Ke. To analyse an eastern subjective gaze of the cityscape, as an intimate experience, is my purpose. In Giuliana Bruno's terms, I intend to underline the impact of the outside environment on our most intimate space. The theme of «ruination», simultaneously applied to architecture, but also to emotional geography - as figured in Rossellini's *Viaggio a Italia* - constitutes the main theme of my analysis. Adopting Benjamin's methodology, I propose to criticize, from the chosen film, the «dialectical images» through which we can perceive a circling notion of time in its tension with the modernist progressive forces.

From Conquest to Commemoration The Iconography of September 11 in Commemorative Media Coverage

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THE ATTACK ON the World Trade Center on September 11, 2001 was an enormous media event. Having been broadcasted all over the world, this event illustrated like few events before that visualisation has become a key news factor. However, it did not meet many of the key criteria of "media event" as defined by Dayan and Katz (1992; Katz/Liebes 2007). This definition is based particularly on the live character and a simultaneous world wide reception. Pictures play a crucial role in this process: They evoke the illusion of involvement because viewers become eyewitnesses of the event.

Mass media not only shape a medialized event, but also the way it is remembered. The commemoration of an event like 9/11 itself can develop into a new media event especially if it takes the form of a national anniversary. This kind of anniversary represents a new type of media event because in covering commemoration day, mass media refer heavily to their own construction of the initial event. In contrast to funerals, weddings or other ritualized events (e.g. Football World Championship 2006), the media narratives show a much more complex temporal structure. They refer in different ways to present and past events: Live coverage shows the current events while the media coverage as whole also refers to the past synchronously and on a historical basis (Assmann/Assmann 1994). As pictures are able to bring the past to mind and to symbolize it by generating icons, they are central in commemorative coverage.

Only few studies have explored the role of visual communication in the media coverage of remembrance days (e.g. Klein 1996, Wilke 1999). Previous research has mainly focussed on alleged icons (e.g. Andén-Papadopoulos 2008; Hatley/Perlmutter 2005; Viehoff/Fahlenbrach 2003). Analysing the visual coverage of 9/11 and its commemoration, our presentation will show how a specific iconography has developed and how ritualized the commemorative coverage has become. We will discuss if 9/11 really has been iconised as has often been stated. This quantitative study examines the visual coverage of the anniversaries in German nationwide newspapers (FAZ, Welt, Bild, FR, SZ) and magazines (Stern, Spiegel) of the years 2002-2006 by combining the iconographic-iconological approach and content analysis (Panofsky 1979, Gritmann 2003, 2007).

Place and Meaning of "Overseas Location" in Narratives of Contemporary Korean TV Drama.

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FROM THE MIDDLE of the 90s, Korean TV drama gained more and more popularity outside national borders and became the heart of the Korean Wave. Nowadays, Korean TV dramas are famous all over Asia, some of them reached countries in South America, Europe, Africa and Middle-East and their price incredibly increased.

Since the time of the first TV Drama was shown on Hong-Kong's TV, differences in the synopsis of TV dramas are few: most of them are based on melodramatic conflict among love, family and society. However, the setting of many dramas is much more diverse than before.

If we consider the production of TV drama during 10 or 15 years, the period from 2003 to 2005 is worth analyzing in terms of Overseas Locations. Indeed, many of the TV dramas produced at that time incorporate names of overseas locations in their title and also in their plot: *Ireland, Lovers in Paris, Love in Harvard, What happens in Bali, Lovers in Praha, Beijing my love, Hong-Kong Express, All in, Sorry I love you, Spring Waltz...*

Before 2003, even though departure or arrival to or from "Overseas" was an important turning point in many TV dramas, viewers didn't have so many occasions to see characters outside of national borders. Most of the time, cameras stopped at the boarding or arrival gate of the airport but it was very common to see characters of TV dramas living abroad in more than one episode on dramas aired from 2003 to 2005 and especially in 2004.

The main part will consist of introducing the place and the importance of "Foreign locations" in the plot of TV drama aired on TV from 2003 to 2005. Before this period, "Overseas" in TV dramas were a way of splitting characters whereas nowadays it is more a place to re-unit ex-lovers or to make two characters meet and start a love story. Foreign cities landscapes has become setting for new love stories, which are developed and stressed later in South Korea (*I'm sorry I love you, Lovers in Paris...*).

By analyzing the synopsis of some of the most successful Korean TV drama found on the Internet or already analyzed for academic purposes (thesis about Korean TV dramas in progress), we would like to determine what the Overseas Location brings to the drama plot. Which kinds of location are privileged? What is the link between the characters and the location? What is the link between the location and South Korea in the plot?

This study will certainly help us to know better about Korean representation of Overseas and to have a focus on one part of the Korean Wave period, this one between 2003 and 2005, when Overseas Locations seemed to be fashionable.

Racial Divide in Japanese TV Ads: Othering, Racial Hierarchies, and Identity Construction

MICHAEL PRIELER

FOREIGNERS HAVE BEEN used in Japanese commercials for many years. Based on a collection of 40,000 commercials, this paper shows that their use is based on constructed racial and ethnic hierarchies that can also be found in Japanese society. These hierarchies that are based on strong stereotypes clearly do not support the idea of bringing cultures together but actually drive them further apart or divide these different groups of people in the way that they are represented.

Stereotypes are often used to clearly differentiate and divide

whites from Japanese people. For example, white people are often depicted as surrogates, i.e., performing acts that would not be appropriate for Japanese people, including kissing and intimate contact. In the same way, white women often act as a representative for the over-sexualization of all women. This is a form of stereotyping that I most appropriately call "Occidentalism" since it is a form of posing the West and its people against Japan; it leads to questioning how "othering" and dividing such representations are depicted in Japanese advertising.

Although white people are represented in rather diverse ways, blacks, Asians, and "others" exhibit a lesser number of traits in Japanese advertising. Black people are shown as musicians and athletes, whereas Asians are mostly shown as stars, which is a result of a recent fashion trend in Japan. They also appear as anonymous people in the case of products that are closely associated with their home countries, such as tea. Other ethnicities are often shown as natives in their homelands; as such, they seemingly dwell in a different stage of socio-economic development and cultural history. Although all of the representations of these different groups are highly diverse, what they all have in common is that they are "othered" to Japanese people; they are portrayed mostly in different ways than what is typical for the Japanese.

Viewing the representations of Asians, blacks, and other people in juxtaposition to the white representations, some kind of "racial" hierarchy is clearly at work in Japanese commercials. The placement of whites at the top of this "othered order" is certainly evidenced quantitatively as they are depicted two times more than all other people combined. It is also demonstrated qualitatively since they are represented in much more diverse ways. Whites sit atop this hierarchy. Next come Asians although they appear to be gaining legitimacy in advertised status/power. Finally, at the bottom are blacks, followed by other races. This hierarchy and othering clearly not only exists in Japanese television commercials but can be also found in Japanese cultural thought and is a major part of constructing the Japanese identity.

In conclusion, this paper will not only provide insight into the attitudes of the Japanese people towards foreign people but also toward themselves, and so this paper contributes to the understanding of Japanese society and its developments in a globalizing world. Moreover, it will show how global divisions are reinforced by Japanese media, such as television advertising.

A critical reading of popular Korean television drama <Gold Bride>: questioning gender and ethnic identities in the era of 'feminization of migration'

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AS KOREA BECOMES a more and more multi-cultural society, the presence of non-Koreans has been gradually increased on Korean television screen. Recently, a drama which featured a migrant woman for marriage as main character was televised and gained popularity. The emergence of such drama indicates that Korean society cannot remain indifferent to racial/ethnic issues. The issues of race and multi-culturalism raise serious questions of racial, ethnic, and national identities in Korea. However, under such complicated surface, the issue of gender politics on a global scale tends to be overlooked.

By perusing television drama "Gold Bride" as a text of race, ethnicity, global capitalism and gender, the researcher tries to understand the drama's complicated operation of the issues of racial/ethnic/national identities as Korea's covert standpoint on multi-culturalism. The researcher also tries to illuminate the problems of gender hidden in this popular cultural text. In this sense, the researcher refers to the recent trend of 'feminization of migration' which has been recognized and problematized by many scholars. Although "Gold Bride" offered happy-ending, many 'imported'

brides in real life suffer from domestic violence, deception, social denigration and cultural indifference. The researcher also tries to elicit receptions of the drama from the migrant women for marriage in Korea in order to identify the gap between the dramatized world and real life situations.

Perceiving digital space: The role of visual-spatial context in online interaction

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ONLINE SOCIAL WORLDS such as Second Life have recently begun to attract attention from scholars, business, news media, and communities. Although considerable research has explored the interpersonal contexts and cultures that emerge in online textual interaction, research into the role of visual-spatial elements in interaction has only recently begun to attract attention in the literature. In this paper, we examine these emerging digital visual environments in order to explore the social implications of visually rendered spatial settings. We focus on the impact of spatial context on a key factor in social environments: perceptions of social norms.

We hold that online spaces are inherently metaphorical spaces that provide an informational framework, and that online settings shape perceptions of normative context. Drawing on theories of media, architecture, metaphor, and design, we discuss how online spaces influence perceptions of local normative contexts via social, cultural, and technological processes. In particular, Giddens'

Structuration Theory and Poole's related Adaptive Structuration Theory provide insight as to how online visual representations contribute signifying and legitimizing structures bounded within a system of technological rules. We apply architectural theories to these digital spaces in order to emphasize how visual environments communicate expectations about local context and meaning via their contributions to normative structures. We argue that this communication functions as metaphor does, linking conceptualizations of digital spaces to physical ones, resulting in perceptions of appropriate and inappropriate behaviour that move beyond online contexts and that are inexorably intertwined with offline conceptualizations.

Drawing on evidence from ethnographic research on the online social world The Sims Online and recent literature and cases from Second Life, we argue that understanding the influence of spatial context is vital to examinations of online social worlds and their development.

The paper's objective is to help explain the influence digital visual environments have on what we do, how we interact, and who we are online. We conclude that notions of online spaces are an important aspect of participant interpretations and understandings of social structures there.

Identity and culture of Asian community: Changes in Hallyu television dramas and their receptions among Asian media audience

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KOREAN TELEVISION DRAMAS have led for more than a decade the "Hallyu (Korean Wave)", popularity of South Korean pop culture in Asia. Television audiences in Japan, China and Taiwan as well as South Asian countries have been attracted by Korean television dramas. Recently, South Korea has produced many his-

torical dramas and has been successful both domestically and transnationally. "Daejangeum" was the most successful case which remarked over 50% of audience rating in Korea, and also the highest record in many Asian countries. However, Historical dramas in Korean television have not been popular until recently. The Korean audience was used to consider historical dramas as boring, conventional and ideological. In the 21st century, Korean historical dramas become changed and created a new genre, namely "fusion historical dramas". They are very popular in Korea and have a big potentiality to be loved by Asian audience.

This study will look at the narrative structure and visual aspects of Korean historical dramas and their changes throughout years. Korean historical dramas conventionally portrayed the stories of royal families and national characters, their power struggles and heroic actions, based on famous royal archives. By contrast, new fusion dramas illustrate either success stories of ordinary people or painful self making stories of celebrate and/or historical heroes. Observations tell us that today's audience prefer feeling an emotional realism in exceptional stories of subaltern people and in ordinary facets of royal and aristocratic people's life. Their narrative structure and visual aspects are not much different from contemporary "trendy" dramas, treating urban youth love stories. The audience appreciates the dual aspects of fusion dramas which retain familiarity of contemporary narratives and novelty of historical environments.

Furthermore, this study will be particularly interested in reception of Korean historical dramas among Asian audience. Historical dramas usually emphasize national identity and nationalism. In history, Korea frequently had conflicts between borders with Japan and China. It is interesting to see how Asian audiences receive these images. Also I would like to look at identity issue across borders in Asian countries in relation to television shows.

A Study on Subcultural Characteristics of Internet UCC Videos – Focused on 'Naver play' site

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THIS STUDY SEEKS to identify the cultural characteristics in today's online environment which is experiencing an expansion of UCC videos. The 100 videos sampled from the website 'Naver Play' could be classified into 5 categories: 'compilations and editions of foreign and domestic videos', 'videos of everyday happenings', 'original self-produced videos', 'parodies of celebrities and popular videos', and 'demonstrations of individual skills'. 49 out of 100 videos fell in the category 'compilations and editions of foreign and domestic videos'. There were only 11 'original self-produced videos' among those analyzed; being crude and rudimentary, these had rather low views and recommendation rates. 'Demonstrations of individual skills' were steadily made, but a large number of them were merely quite childish, usually featuring subjects such as lip-sync singing of pop songs. This category had the least examples, counting only 7 out of the total 100. Most of these videos were rapidly and crudely made, and had the objective of showing off the producer's style and fashion. This is mainly because the producers wished to boast how many times their video was viewed and recommended, and become an internet star. The UCC is a keyword in the limelight these days in the internet industry. As it is also a representative characteristic of the 'web 2.0' trend, a large number of internet-related companies and internet users are focusing their interest on UCC's. UCC's were in the internet before it became excessively commercialized. It is a matter of concern that the word 'UCC' has been stolen by internet companies and lost its initial significance as a means for active participation and communication to a new business model. At that time, the UCC showed the possibility of a subculture that could

function as a non-mainstream and aggressive anti-culture, thanks to its unique style created by the active participation of its users. However, it has its drawbacks. UCC's are recklessly downloaded, imitated and reproduced, so a good part of them are plagiarism and not 'created' information in the proper sense. The fact that UCC's often contain pornographic contents is also a serious problem. This is why our internet society is in need of a mature attitude of its users, so that UCC's may act as a healthy anti-culture and even an alternative culture against our mainstream society.

"Visualizing the World: Reading the World Press Photo Awards"

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WHETHER READING A newspaper, watching television or checking the news online, we are most likely to encounter images about world events before written news accounts. Photojournalism, especially conflict photography, has been critiqued by numerous scholars. Susan Sontag, critical of a society saturated with war images, warns that photographs reduce the world to suffering, while Michael Griffin argues that photographs have been deployed to promote a jingoistic nationalism and the myth of the great war photographer. Stuart Hall, in turn, argues that photojournalistic images, vulnerable to context and, as a result, easy prey to manipulation, reproduce stereotypes by creating "types" such as the "hooligan." However, others see a potential in a politically oriented photojournalism to, in the words of Catherine A. Lutz and Jane L. Collins, raise difficult questions that cast doubts on official policies, such as the U.S. military involvement in Indochina. Pepe Baeza, meanwhile, argues that photojournalism is singularly

poised to "force violence and injustice to face world opinion," (2001, 54).

This study examines how photojournalism, an important part of contemporary visual culture and an integral part of news media, address the challenge of global divides. Specifically, the study focuses on the winning entries of the 2008 World Press Photo competition, arguably the most prestigious competition in photojournalism open to photographers from all over the world. As a global annual award where winners are selected by practicing photojournalists and other media professionals, World Press Photo is particularly suited to an examination of how photojournalists as a professional community view their role as well as the role of photography in relationship to global events. Furthermore, in contrast to previous writings addressing different aspects of "Western" photojournalism (including Lutz & Collins, Griffin, and Sontag), a focus on World Press Photo enables me to examine work by photographers from all over the world since the 2008 winners include image-makers from all continents. This is of particular importance given my aim to examine discourses about global divides and globalization, as well approaches to photographing international events.

Drawing from the work of Lutz and Collins, which in turn is influenced by theories on the gaze and critical perspectives of photography, this study also applies critical discourse analysis to examine how photographs produce, reproduce or challenge discourses about the world, and how this specific competition might be considered as part of discourses about the profession of photojournalism. The analysis attends to singular photographs and essays in each category, as well as written statements by image-makers and the jury's written motivations for their selections. The analysis addresses questions such as: Which stories were awarded and why? What does this selection say about the organization's worldview and about what constitutes "important news"? How does each winning entry tell the story?