



SOUTH - NORTH CONVERSATIONS

International Association
of Media and Communication
Research Conference
2012 South Africa

PROGRAMME

THE SIGNIFICANCE OF THE CONFERENCE LOGO



The logo depicts the flower of the *Erythrina Caffera*, the Coastal Coral Tree. It was chosen to echo the conference theme - a jewel of a tree that has found a place all over the world. This smallish tree, endemic to the KwaZulu-Natal coast, is the epitome of our South-North Conversation. The *Erythrina* is native to the southern part of Africa, but has become a global phenomenon, imported to every country in the world where conditions are warm enough to sustain it. In California, for instance, it is so common that many horticultural books refer to it as an American tree!

*Erythrina*s are in full bloom in Durban during July-August, the period during which we will host the conference. With crimson-orange flowers which appear just as the new young leaves are appearing, its appearance heralds the joyous rebirth of spring when Africans plant the new crops. The scarlet flowers on otherwise-bare winter branches speak of hope, renewal, intense beauty and optimism. The timber has been used by the amaZulu for centuries to make rafts and canoes. The tree's medical properties are widely used, even today. The red seeds - 'lucky beans' - are used in necklaces.

Beadwork has been an important art form among African people for many centuries. In West Africa the nobility of Ghana, Mali and Nigeria wore beaded regalia so heavy that they had to be supported by attendants when rising from their thrones to move about in the course of their duties. In southern Africa, the Ndebele of the north-east translated their architectural decorative patterning into much desired beadwork art forms. Among the amaXhosa of the Transkei, beadwork is used to distinguish unmarried from betrothed girls; brides from new mothers, and is always closely associated with the relationships between men and women.

However, it is Zulu culture that is best known for its use of beadwork in intricate patterns of messaging and social coherence. Beads have been worn by the amaZulu from ancient times, with the oldest examples being made of materials ranging from the bones or the egg shell of an ostrich, to stones, seeds and metal. With the increasing level of urbanization amongst the amaZulu, many beaded items for everyday use are today made from plastic. However, the best quality modern Zulu beadwork is made almost exclusively from glass (known as seed beads).

Zulu beadwork is characterized by codes of colours and geometric patterns, combined to convey messages and meanings. Beadwork, so integrally a part of Zulu culture, heritage and values, has moved seamlessly into the twenty-first century as an art form that is carried out with great verve, while never losing its intrinsic value. Beaded objects are highly 'collectable', both as items of cultural value and as art pieces in their own right.

The 2012 Durban-IAMCR logo has drawn on this tradition, respectful of its heritage, and celebrating its multi-cultural potential. The image is a digitally-manipulated rendition of a photographically-captured *Erythrina* flower - thus twice mediated, once as photograph, twice as enhanced manipulation. It brings together three elements - the iconic natural diversity of the region; the acknowledgment of Zulu heritage and tradition, and the immediately contemporary power of the mediated image in a digital landscape.

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PARALLEL SESSIONS PROGRAMME

Sunday July 15		Monday July 16				Tuesday July 17			
Preliminary Meetings	Room No.	08:30 -10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	09:00 -10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30
All Preliminary meetings at Garden Court, Marine Parade, Lower Ground Floor	SH 1	Opening Ceremony & President's Roundtable		Special Session One: GMP Dialogue on South North Policy Mapping	Special Session Two: Joint IAMCR-ALAIC-ECREA Discussion on Academic Production Assessment.		Plenary: Freedom of the Media	Special Session Three: Cell phones in Africa (MTN)	
10:00 Meeting of Section & WG Heads, Garden Court, Marine Parade	SH 2		ComCom 1	ComCom 2	ComCom 3	ComCom 5		ComCom 6	ComCom 7
Meeting of Executive Board	SH 3		PolEcon 1	PolEcon 2	PolEcon 3	PolEcon 5		PolEcon 6	PolEcon 7
	SH 4		PolCom 1	PolCom 2	PolCom 3	PolCom 4		PolCom 5	PolCom 7
	SH 5		JRE 1	JRE 3	JRE 4	JRE 5		JRE 8	JRE 10
14:00 Meeting of International Council	SH 6		CPT 1	CPT 2	CPT 4	CPT 5		CPT 6	CPT 8
Busses from Hotels 17:15	SH 7		MCPO&S 1	MCPO&S 2	MCPO&S 3	MCPO&S 4		MCPO&S 5	MCPO&S 6
18:00-CityHall, Durban City - Opening Reception	SH 10 Session 8		GenCom 1	GenCom 2	GenCom 3	GenCom 4		GenCom 5	GenCom 6
	SH 11			CPT 3	ComCom 4			CPT 7	CPT 9
	SH 12		IntCom 1	IntCom 2	IntCom 3	IntCom 4		IntCom 5	IntCom 6
	SH 13			MER 1	PolEcon 4	MER 2		MER 3	MER 4
	SH 14		PCR 1	PCR 2	PCR 3	PCR 4		PCR 5	PCR 6
	SH 15			Hist 1	PCR 12	Hist 2			Hist 3
	SH 16		HIV 1	HIV 2	HIV 3	HIV 4		HIV 5	HIV 6
	SH 17		JRE 2	Task Force: Media Policy Business Mtg	JRE 5	JRE 7		JRE 9	Task Force: Ethics Business Mtg
	MTB-C1		Aud 1	Aud 2	Aud 3	Aud 4		Aud 5	Aud 6
	MTB-C2		ESN 1	ESN 2	ESN 3	ESN 4		ESN 5	ESN 6
	MTB-C3		DD 1	DD 2	Diaspora 1	DD 3		Diaspora 2	DD 4
	MTB-C4		Standing Committee: Publications	PopC 1	P-Soc & P-AC 1	PopC 2		P-Soc & P-AC 2	PopC 3
	MTB-C5				CrisCom 1	CA 1		CrisCom 2	CA 2
	MTB-C6			Islam 1	Ethics 1	Islam 2		Ethics 2	Islam 3
	MTB-C7			GMP 1	PSMP 1	GMP 2		PSMP 2	GMP 3
	MTB-C8		M&Rel 1	M&Rel2	MedProd 1	M&Rel 3		MedProd 2	M&Rel 4
	MTB 104			EnvSciR 1	EnvSciR 2	EnvSciR 3		EnvSciR 4	EnvSciR 5
	MTB 167		Law 1	Law 2		Law 3		Law 4	Law 5
	MTB 200			M&S 1	M&S 2	M&S 3		PolCom 6	PolCom 8
	MTB 311			VisualC 1	VisualC 2			VisualC 3	VisualC 4

Sections - Aud - Audience • ComCom - Community Communication • CPT - Communication Policy and Technology • ESN - Emerging Scholars Network • Hist - History • GenCom - Gender and Communication • IntCom - International Communication • JRE - Journalism Research and Education • M&S - Media and Sport • PCR - Participatory Communication • PolCom - Political Communication • PolEcon - Political Economy Law - Law • MER - Media Education Research • MCPO&S - Mediated Communication, Public Opinion and Society • P-Soc & P-AC - Post socialist & Post Authoritarian

Wednesday July 18				Thursday July 19				Friday July 20	
09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:00	17:00 - 19:00	Post Con. mtgs
	Plenary Nollywood & African satellite channels (Multichoice)		Special Session Four: Global Communications BRICS and Beyond	Special Session Five: APA / SOAS Internet Governance	Special Session Six: ICA's evolving relationship to South/North conversations.	IAMCR General Assembly		Closing Ceremony (moves to Concourse after formalities)	All Post conferences meetings at Garden Court, Marine Parade, Lower Ground Floor
ComCom 8		ComCom 9 (Business mtg)	ComCom 10	ComCom 11	ComCom 12				Meeting of Executive Board
PolEcon 8		PolEcon 9 (Business mtg)	PolEcon 10	PolEcon 12	PolEcon 13				Tea - Foyer, Ground Floor, Marine Parade
PolCom 9		PolCom 10 (Business mtg)	PolCom 11	PolCom 13	PolCom 14				10:30 meeting of New International Council
JRE 11		JRE 13 (Business mtg)	JRE 14	JRE 15	JRE 17				
CPT 10		CPT 11 (Business mtg)	Law 8 & CPT 12	CPT 13	CPT 14				
MCPO&S 7		MCPO&S 8 (Business mtg)	MCPO&S 9	MCPO&S 13	MCPO&S 14				
GenCom 7 (Business mtg)		GenCom 8	GenCom 9	GenCom 10	GenCom 11				
		Standing Committee Scholarly	GenCom 12		ESN 12				
IntCom 7		IntCom 8	IntCom 9 (Business mtg)						
MER 5		MER 6	PolEcon 11	MER 8	PolEcon 14				
PCR 7		PCR 8	PCR 9	PCR 10	PCR 11				
Hist 4		Hist 5 (Business mtg)	Hist 6	Hist 7	Hist 8				
HIV 7		HIV 8 (Business mtg)	HIV 9	HIV 10	HIV 11				
JRE 12		Standing Committee: Legal	Standing Committee: Conference	JRE 16	Standing Committee: Publications				
Aud 7		Aud 8 (Business mtg)	Aud 9	Aud 10	Aud 11				
ESN 7		ESN 8 (Business mtg)	ESN 9	ESN 10	ESN 11				
Diaspora 3		DD 5 (Business mtg)	Diaspora 4	DD 6	Diaspora 5 (Business mtg)				
P-Soc & P-AC 3		PopC 4 (Business mtg)	P-Soc & P-AC 4 (Business mtg)	PopC 5	P-Soc & P-AC 5				
CrisCom 3		CA 3 (Business mtg)	CrisCom 4 (Business mtg)		Ethics (Business mtg)				
Islam 4			Islam 5 (Business mtg)	Ethics 3	Islam 6				
PSMP 4		GMP 4 (Stat. Plan mtg)	PSMP 5 (Business mtg)		Standing Committee: Membership				
M&Rel 5		M&Rel 6 (Business mtg)	MedProd 3	MedProd 4 (Business mtg)	M&Rel 7				
EnvSciR 6		EnvSciR 7 (Business mtg)	EnvSciR 8	Special Committee: Environment	ESN Mentorship Meeting				
Law 6		Law 7 (Business mtg)	MER 7 (Business mtg)						
M&S 4		M&S 5 (Business mtg)	PolCom 12	M&S 6					
		VisualC 5 (Business mtg)	VisualC 6	VisualC 7	VisualC 8				

Working Groups - CA - Comic Art • HIV - Health Communication and HIV/AIDS • Diaspora - Diaspora and Media • DD - Digital Divide
EnvSciR - Environment, Science and Risk • Ethics - Ethics of Society and Ethics of Communication • GMP - Global Media Policy
Islam - Islam and Media • Hcom - Health Communication and Change • MedProd - Media Production Analysis • M&Rel - Media, Religion and Culture
Emerging Themes - CrisCom - Crisis Communication • VisualC - Visual Culture Working Group

CONFERENCE THEME

'SOUTH-NORTH CONVERSATIONS'

The theme, 'South-North Conversations', reflects the asymmetry of communication flows between the 'Global South' and the 'Global North'. We have chosen to place the 'South' ahead of the 'North' as is the more usual convention, to highlight issues of communicative empowerment, and of the positive potentials of media and communication in the processes of development. While acknowledging the enormous infrastructural deficits across the globe, and the many negative presuppositions that accompany the reality of the 'digital divide', we choose to take a more positive view. When we talk here of the 'South', we do so not only in a literal sense, but also figuratively. Every country, every city and every community has their own 'Hidden South' - whether these are drawn along economic, class, racial or gender-defined lines. Thus, South-North Conversations are pertinent to all media and communication academics, whether from the 'developed' or the 'less developed' world. The formulation 'South-North' indicates disparities, but not necessarily in negative or passive ways; while 'conversations' indicates peer-to-peer equality; a more optimistic vision of global engagement.

Sessions in the conference include peer-to-peer conversations with public intellectuals, policy makers, media and communication academics from across the world. They will consider and debate topics that are both time honoured and yet immediately relevant to today - media freedom, gender divisions and gendered empowerment, regulation and governance of the digitally unruly, and the rise of the BRICS nations (Brazil-Russia-India-China-South Africa consortium) the 'African and the increasing material and symbolic importance of 'middle range' regions. The net has been cast wide, but the central concern remains tight: exploring the different modalities of communication media flows, associated identities, images and perceptions; as well as information technology transfers from differently-situated regions of the globe. In this way, we hope to not only focus on topics close to the concerns of the host nation, South Africa, but also to a range of regional interests across the globe.

MESSAGE FROM THE CHAIR OF THE LOCAL ORGANISING COMMITTEE

Durban in Winter has trade marked the slogan "South Africa's warmest welcome". For many of you visiting Africa maybe for the first time, it is surprising that we have winter while you have summer (after all, many of you are on 'summer break'), or that we have winter at all! But we promise to make up for the cooler weather by making sure you have a jam-packed four days, with a magnificent choice made up from Plenaries, Special Sessions and individual Section and Working Group Programmes.

It is our wish that as the world came to Durban for the recent COP-17 deliberations, and the highly successful Durban-based games of the Soccer World Cup, so too will the media and communication world enjoy a highly charged and intellectually stimulating IAMCR conference, filled with excellent presentations, vigorous debate and good fellowship. In the true African tradition of hospitality, we promise you a healthy helping of food, wine and song too.

Welcome to Durban IAMCR 2012.

INTRODUCING THE LOCAL ORGANISING COMMITTEE



Ruth Teer-Tomaselli

IAMCR2012 LOC
Chair, University of
KwaZulu-Natal



Michele Tager

IAMCR2012 LOC, Deputy-Chair
President of the South African
Communication Association
(SACOMM)
University of Johannesburg



Donal McCracken

IAMCR2012 LOC
Treasurer, University of
KwaZulu-Natal



Suzette van der Westhuizen

IAMCR2012
LOC, Administrator University
of KwaZulu-Natal

MESSAGE FROM THE PRESIDENT OF IAMCR



The politics of naming
Annabelle Sreberny

School of Oriental and African Studies
London, UK
as98@soas.ac.uk

Names are political. Calling your child Ronald, Osama or Facebook is meaningful. City streets are often renamed after political upheavals or to memorialise significant events. There is also a long history of discursive struggle about how to refer to the planet that we inhabit, especially in the post-World War Two context.

The “Third World” was coined in the 1950s. It was adopted politically to signify a plague on both the hegemonies - Western and sovietised! It became connected to the Non-Aligned Movement, triggering the naming of the other two worlds. When the Berlin Wall fell, so did the tripartite 'worlds' and a new period of American hegemony seemed to be ushered in on the wings of globalization.

With awareness of the continued discrepancy between economically-advanced societies and others, the geographic signifiers of North/South became a short-hand for on-going global inequality, even as some countries like the 'tigers' of south-east Asia grew rapidly while endemic pockets of poverty remained in the North. Such crude geography couldn't capture the complexity of pockets of wealth and poverty within regions and nations that Trinh-Minh-ha captured evocatively in the paradox of “A First World in every Third World, A Third World in every First World”.

In 2011 we witnessed political dynamism in parts of the Middle East and economic chaos in Europe and the US. There is a new recognition of the corporate capitalist production of inequality, embodied in the slogan “we are the 99%” and the 'occupy' movements being staged in over 200 locations around the world. National tax regimes seem to hardly touch the rich while entire national economies, as in the Turks and

Caicos, support transnational tax avoidance. The former UN Secretary General Kofi Annan and former leaders of Mexico, Colombia and Brazil report through the Global Commission on Drug Policy that global anti-drug policy has failed by fuelling organised crime, costing taxpayers millions of dollars and causing thousands of deaths.

The BRICS are touted as the new engines of economic growth although some of their political and cultural practices leave a lot to be desired while other voices warn against the planetary impossibility of growth without end and looming food and water crises. Militarised struggles and natural disasters have created refugee and migrant movements that profoundly alter national demographics. This is a moment of reversals and remakings. Which countries are so well 'developed' that they can tell others how to live? Where is the model of political practice that satisfies our human need for recognition and participation and that produces the kind of society in which people really want to live? How can the visible transnational inequalities of wealth and poverty and inequalities of opportunities for education and employment continue year to year? From where will the vision and the statesmanship emerge to offer alternative practices and can the new forms of political organization produce the desperately-needed solutions? New lines of division and of solidarity are opening up. It is the moment for the South to speak up loudly and perhaps to provide some of the analytic approaches and policy answers that the North has conspicuously failed to offer. Of course, we must acknowledge that we share one planet with its limited resources and what happens in one place effects the rest. Yet instead of searching for a singularity, a recognition of “many voices and many worlds” might be a more useful approach. It is thus a wonderfully apposite time for IAMCR to be travelling to southern Africa for our 2012 conference in Durban, under the theme of “South-North Conversations”. In the annual international encounter that is the IAMCR conference, we stage such debates both formally - in our plenary gatherings, special sessions and IAMCR sections and working groups - but also informally, amongst each other.

We need new ideas and new visions, new geographies and new politics. We can and must contribute to the solutions. I look forward to a fascinating encounter in Durban!

EXECUTIVE BOARD



Annabelle Sreberny
IAMCR2012
President
School of Oriental &
African Studies
London, UK



Ruth Teer-Tomaselli
IAMCR2012 LOC
Chair, University of
KwaZulu-Natal
Co-Vice President
IAMCR Executive Board



John Downing
Co-Vice President
IAMCR Executive Board



Beate Josephi
Treasurer
IAMCR Executive Board



Hopeton Dunn
Secretary General
IAMCR Executive Board

EXTRA CONFERENCE EVENTS

Day and Date	Time	Event	Venue
Sunday, 15 July 2012	10:00	Section and Working Group Heads Meeting	Lower Ground Floor, Garden Court Marine Parade Hotel
Sunday, 15 July 2012	10:00	Executive Board Meeting	Lower Ground Floor, Garden Court Marine Parade Hotel
Sunday, 15 July 2012	13:00	Lunch for EB and IC	Ground Floor, Garden Court Marine Parade Hotel
Sunday, 15 July 2012	14:00	International Council Meeting	Lower Ground Floor, Garden Court Marine Parade Hotel
Sunday, 15 July 2012	17:15-17:45	Busses from Hotels for Mayoral Reception	1. Outside Southern Sun, North Beach Hotel 2. Outside Southern Sun, Garden Court Marine Parade Hotel 3. Outside Southern Sun, Garden Court South Beach Hotel 4. (Guests at Royal Hotel to walk across the street.)
Sunday, 15 July 2012	18:00	Mayoral Reception	City Hall, Durban central (opposite Royal Hotel.)
Monday, 16 July, 2012	08:30	Opening Ceremony and Presidential Conversation	Shepstone One, Howard College Campus, Buses from usual places. First busses 07:30; last busses 08:00
Monday, 16 July, 2012	19:30	Dinner at Moyos' uShaka Marine World Durban Beachfront (Pre booked with conference organizers)	Busses at usual points from 19:00 Last bus leaves 19:00(note: it is a 30 minute walk from North Beach and 15 minutes from South Beach - very safe.)
Tuesday, 17 July, 2012	19:00	Francis and Taylor Reception for invited guests (please RSVP)	Elangeni Hotel (Guests to make their own way to Hotel.)
Wednesday, 18 July, 2012	19:00	Gala Dinner	Elangeni Hotel (Guests to make their own way to Hotel.)
Thursday, 19 July, 2012		General Assembly of IAMCR (members only)	Shepstone One, Shepstone Building, Howard College Campus, University of KwaZulu-Natal
Thursday, 19 July, 2012	17:00	Conference Closing Ceremony	Shepstone One, Shepstone Building, Howard College Campus, University of KwaZulu-Natal
Thursday, 19 July, 2012	18:00	After party with Jazz Band and drinks	Shepstone Concourse, Shepstone Building, Howard College Campus, University of KwaZulu-Natal
Friday, 18 July, 2012	09:00	Meeting of new Executive Board	Lower Ground Floor, Garden Court Marine Parade Hotel
	10:30	Joint Meeting of New International Council and Executive Board	Lower Ground Floor, Garden Court Marine Parade Hotel

OPENING CEREMONY

08:30 - 09:00

Chair: **Ruth Teer-Tomaselli**, Chair of the LOC, IAMCR2012

Malapuru William Magoba

University of KwaZulu-Natal

Words of welcome to the University of KwaZulu-Natal

Sihawu Ngubane,

University of KwaZulu-Natal

ngubanes@ukzn.ac.za

Introduction of IAMCR President, Annabelle Sreberny

PLENARIES AND SPECIAL SESSIONS

ALL PLENARIES AND SPECIAL SESSIONS TAKE PLACE IN SH1. DOORS WILL CLOSE FIVE MINUTES AHEAD OF STATED STARTING TIME.

Monday, 16 July

09:00-10:30

Presidential Conversation

Chair: **Annabelle Sreberny**

School of Oriental and African

Studies, UK

President, IAMCR

Raewyn Connell

University of Sydney, Australia

Three conversations in an unequal world

Achille Mbembe

University of the Witwatersrand

South Africa

Reading the World from the South

Presidential Conversation:

IAMCR Durban

In her final year as President, Annabelle Sreberny's Presidential Conversation fulfils her election manifesto promise to strengthen interdisciplinary dialogue with speakers from fields that share the concern's of IAMCR, and to develop better dialogue between media academics and professionals and between media theory and alternative media practice. This year she has two guests with

whom she discusses issues of South and North as they impact on the media.

Raewyn Connell of the University of Sydney, is a Fellow of the Academy of Social Sciences in Australia. Connell will speak on Three Conversations in an Unequal World. Reflecting on interlocking themes drawn from academic discourses of 'globalisation', she contemplates on how we can develop knowledge and truth in a ferociously unequal world, which never matches the Eurocentric model of an ideal speech but involves a necessarily transformative practice on a world scale.

Achille Mbembe will address himself to Reading the World From the South. Mbembe is a Senior Researcher at the Wits Institute for Social and Economic Research (WISER) University of the Witwatersrand and a Visiting Professor at Duke University, North Carolina (US). He is the author of many books in French, including *Sortir de la grande nuit* (Paris, La Decouverte, 2010) and *On the Postcolony* (Berkeley, University of California Press, 2001).

Tuesday, 17 July

11:00-12:30

Freedom of the Media Plenary Panel. Convened by IAMCR Global Media Policy Working Group in cooperation with Open Society Foundation This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in short, to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South.

Chaired by **Siki Mgabade**

SABC news-anchor

Advocate T.N. Madonsela

South African Public Protector

Mzilikazi wa Afrika

Columnist and Sunday Times Newspaper

Journalist, Johannesburg, South Africa

George Bizo

Advocate and Human Rights' Lawyer,

South Africa

Sam Sole

Award-winning Journalist, Mail and Guardian, South Africa

PLENARY THREE

Wednesday, 18 July
11:00-12:30

Nollywood and African Satellite Channels

Sponsored by MultiChoice Africa
Convened by

Keyan Tomaselli

University of KwaZulu-Natal

Matthew Brown

University of Wisconsin, Madison
Nyasha Mboti

University of KwaZulu-Natal

One of the most notable features of the African media landscape is the runaway success of the Nigerian film industry, dubbed 'Nollywood'. In twenty years of its existence, The industry has become worth more than \$250 million per year. Nollywood has placed Nigerian filmmaking footprints indelibly on the global filmmaking canvas. But its magnitude and impact are far larger less measured than any global film movements, since traditionally it has depended on distribution through videotape and DVDs rather than theatre screenings and audited circulation figures. Recently, satellite television channel exposure has become increasingly important. Primary among these are the MultiChoice bouquets in many African countries. Entire channels - Africa Magic screen Nollywood productions. The project, Nollywood and African Satellite Channels, brings together ten scholars who have contributed research studies on the way in which satellite distribution has impacted on African audiences. The Plenary Panel presented at IAMCR2012 features five speakers from the project, with studies covering Nigeria, Ghana, Kenya, Uganda and South Africa.

Chaired by

Matthew H. Brown

University of Wisconsin, Madison

Christopher Ihidero

Makerere University, Uganda

Finding Nollywood:

**An Audience Perspective to
Understanding a Phenomenon**

Hyginus Ekwuazi

University of Ibadan, Ibadan, Nigeria

**The Perception/Reception of M-Net's
Africa Magic Channels by Selected
Nigerian Audiences.**

M. Africanus Aveh

University of Ghana, Legon, Ghana

**Nigerization of Ghanaian Eyes and
the Attendant Socio-economic
Transformations: problematic allusion**

Solomon Waliaula

Narok University College, Kenya

**The Reception of Africa Magic Movies
among the Bukusu of Western Kenya:
An Experience of 'Communal
Voyeurism'.**

Dominica Dipio

Makerere University, Uganda

**An Assessment of the Popularity
Thesis of Nollywood Movies in
Uganda**

SPECIAL SESSION ONE

Monday 16 July,
14:00-15:30

**Mapping the Globe, Mapping the
Media: A South-North Conversation
on Policy Challenges Convened by
IAMCR Global Media Policy Working
Group in cooperation with Open
Society Foundation**

**This Special Session features a
number of mapping projects that have
communication and media at the
core, each characterized by their own
rationale, methodologies and target,
but all sharing the ultimate goal of
making media (content, tools and
policies) meaningful to a broad set of
actors, in view of allowing them to
contribute in framing issues and
articulate solutions: in short, to
meaningfully participate in
communication societies. Comments
and suggestions will be offered by a
number of media practitioners,
advocates and policy makers based
in the Global South.**

Chaired by **Hopeton Dunn**

The University of the West Indies, Jamaica
Global Media Policy Working Group:

Arne Hintz

McGill University, Canada

Claudia Padovani

University of Padova, Italy

Marc Raboy

McGill University, Canada

**GlobalMediaPolicy.net: Cartographies
of Media Policy**

Open Society Foundation:

Nancy Booker

Faculty of Media and Communication,
Multi Media University College of Kenya

Rodrigo Gomez

UAM-C

**Observatorio de las Industrias, las
políticas y los consumos culturales,
Mexico,**

Guillermo Mastrini

Universidad Nacional de Quilmes,
UBA, Argentina

Mapping Digital Media:

**Understanding the Digital Transition
and its Challenges**

UNESCO:

Guy Berger

UNESCO, Director of Freedom of
Expression and Media Development,
France (video message)

Steve Buckley

Consultant with UNESCO on MDI, UK
**Media Development Indicators: A
Framework for Assessing Media
Development**

**Also featuring (video) project
presentation by Internews and World
Bank: Media Maps:
The Impact of Media
Development Worldwide**

SPECIAL SESSION TWO

Monday 16 July
16:00-17:30

Joint IAMCR-ALAIC-ECREA Discussion on Academic Production Assessment: Latin-American & European cross-fertilizations in Communication and Media Studies

Convened and Chaired by
Fernando Oliveira Paulino, &
Nico Carpentier

The contributions in the ALAIC-ECREA panel aim to contribute to an interregional dialogue, between Latin-America and Europe, by emphasizing the regional specificity and contextual embeddedness of theories, methodologies and research traditions in Latin-America and Europe; and critically comparing the strengths and weaknesses, the abundances and gaps, and then articulating these differences as opportunities for the intellectual enrichment of both academic communities. This panel topic fosters discussion and inter-regional dialogues on the assessment systems in the communication and media studies field, such as the evaluation of the peer-review system in academic production, academic publishing and publication models and the validation and endorsement of intellectual work. The models and systems designed for measuring and assessing peer-review system in academic production reflect a country's political conditions and technical and operational capacities, both current and potential. The Latin American experience evidences the way in which international organisations can play a role in planning, critiquing or adjusting systems of measuring and assessing academic production.

César Bolaño

Universidade Federal de Sergipe, Brazil
Epistemological struggle and organization in the field of international communication/Lucha epistemológica y la organización del campo de la comunicación en nivel internacional

Bart Cammaerts

London School of Economics, UK
The impact of academic assessment on publishing strategies

Manuel José Damásio

Universidade Lusófona de Humanidades e Tecnologias, Portugal
Regulation, accreditation and academic assessment in Europe: finding the balance

Gabriel Kaplún

UDR, Uruguay
Discipline and indiscipline in Latin American communication studies

Aimée Vega Montiel

UNAM, Mexico
For the democracy of the systems of measuring academic production: convergences of Latin-American & European scholars

Katrin Voltmer

University of Leeds, UK
Is quality in the eye of the beholder? Objective and subjective factors in evaluating academic production

SPECIAL SESSION THREE

Tuesday, 17 July
14:00-15:30

The Democratic Potential of Cellular Telephony

Sponsored by MTN Cellular International
Convened and Chaired by
Ruth Teer-Tomaselli
University of KwaZulu-Natal.
IAMCR Vice-President

The penetration of Cellular, or mobile telephony, has had enormous social, developmental and democratic consequences in developing countries. This panel, drawn from academic representatives of three African countries, provides a comparative analysis of the consequences of mobile telephony beyond the purely commercial. The presentations discuss, among other pertinent issues.

Ecology of cellular (mobile) telephony in the country (service providers; penetration, scale, infrastructure; regulation; company ownership and control, interpenetration of international companies; competitive environment including landline infrastructure); Role of cellular telephony in development (business and economy; tele-education, tele-medicine, agricultural extension and small business development); Cellular telephony in developing the infrastructure of social and political stability (social interaction and cohesion; governance, electoral infrasture etc); and finally Contribution of cellular telephony to the wider infrastructural development of the country, including the provision of power networks.

Chaired by
Ruth Teer-Tomaselli
University of KwaZulu-Natal.

Ayobami Ojebode

University of Ibadan, Nigeria
Mobile Telephony and the Democratic Process in Nigeria

Wisdom J Tettey

University of British Columbia
Mobile Telephony and Democracy in Ghana: Interrogating the Changing Ecology of Citizen Engagement and Political Communication

Frederick Kakembo

Christian University, Kampala, Uganda
Cellular phone Communications and the Social Construction of Technology in Uganda

SPECIAL SESSION FOUR

Wednesday 18 July
16:00-17:30

Global Communications - BRICS and Beyond

Convened by **Daya Thussu**

University of Westminster, London
This panel will suggest that in a mobile-multi-media age, the one-way vertical flow of media and cultural products - from the West to the Rest - has given way to multiple and horizontal flows,

as non-Western media content providers have become more pronounced to service an ever-growing global media market for ideas and images. Particularly significant is the presence of media and cultural products from the BRICS (Brazil, Russia, India, China and South Africa) countries, reflecting their growing economic power. Panellists will address ideological concerns and empirical realities and provide a compelling session for broadening the discourses of media globalization, warranted by the growth of media in the BRICS countries.

Chaired by Daya Thussu

University of Westminster, London

Joseph Straubhaar

University of Texas, USA

Herman Wasserman

Rhodes University, South Africa

Hu Zhengrong

Communication University of China, China

Discussant: **Kaarle Nordenstreng**

University of Tampere, Finland

SPECIAL SESSION FIVE

Wednesday, July 18

16:00 – 17:30

Room: SH1

APA / SOAS INTERNET GOVERNANCE

The internet has profound impact on people's lives in many ways. Therefore how it is governed, what that governance means to information access and communication flows and the impact of internet Governance (IG) on overall diversity of the internet should be a great concern to all users. IG is a highly evolving discipline and very complex, thus building consensus that is agreeable to all parties is not an easy process. Panellists will discuss following key questions based on their experience of research, policy and practice.

What should be the role of nation-states and corporations in shaping the internet? Does the current internet

governance structure genuinely enable a decentralised internet structure to improve flows of conversations and content from all perspectives?

SPECIAL SESSION SIX

ICA's evolving relationship to South/North conversations. The ICA panel will provide perspectives from the longstanding ICA members on ICA's evolving relationship to North/South, South/North conversations.

Panelists: **Barbie Zelizer**

University of Pennsylvania

John Downing

Southern Illinois University

Joseph Straubhaar

University of Texas

ENTERTAINMENT

Music and dance are important parts of the African experience. The University of KwaZulu-Natal is home to one of the best Music Academies in South Africa, specializing in three areas: Opera and Choral voice training; Jazz, both modern and traditional; and Ethnomusicology and African Music traditions. We have also invited four different school bands, one for each day, to enliven our lunchtimes.

Opening Ceremony, Sunday, 15 July
The Durban City Hall Music

Gala Dinner, Great Elanga, Elangeni Banquet Floor, Elangeni Hotel.

Wednesday 18 July.

'The Three Tenors' - Esewu Nobela -Wayne Mkhize -
Ndumiso Nyoka
Manager: Selby Hlangu

The University of KwaZulu-Natal's Opera Studio and Choral Academy, under the direction of Mr Lionel Mkhwanazi, is arguable the best operatic and choral programmes in South Africa. Year after year, aspiring young operatic singers are

trained here, and go onto win national and international accolades. 'The Three Tenors' are a long standing tradition.

This year the featured artists were guest artists at the KwaZulu-Natal Philharmonic Orchestra in the Last Night of the Proms concert conducted by Mr. Richard Cock at the Durban Playhouse; they sang at all nineteen graduation ceremonies across the entire University, and they are a much sought-after act for very special University Occasions.

A dance floor and DJ have been provided for party pleasure. A repertoire of African, western, old and new - interspersed with the kind of quick fire banter that has become a Durban favourite.

Moyo, uShaka Marine World

Monday 16 July

Exquisite views of the Indian Ocean, tropical weather, exotic flavours and soulful vibes - this is Africa at its laid back best.

CLOSING CEREMONY AFTER PARTY

Thursday, July 18
Shepstone Foyer
Muted Harmony

The band has been together since they met in their first year of study at the School of Music, University of KwaZulu-Natal. Regular back-up singers to former band member and SA Idols 2011 top 3 finalist, Sindi Nene.

They perform across Durban with countless performances at the Jazz Lounge and the Playhouse.
Daily lunch hour 'concerts' include:

YCT (The Youth Coordinating Team)

A group of talented youth from The Durban Christian Centre. These gifted youth regularly embark on creative projects to spread the gospel of Jesus Christ. YCT consists of young people from the ages of 16 to 30. They have a common goal of seeing the youth of our city, Durban, become an example to the youth of the world by living a clean and positive lifestyle for the glory of God. They embark on various activities including dance, drama, poetry, design, music and many more. YCT believes in bringing back values to the community, declaring that it is possible to live a life of purity through Jesus Christ.

Ningizimu STEEL AND Marimba Band

Ningizimu Special School caters for mentally challenged learners aged 5 - 21 years from various disadvantaged communities in Durban. Learners are transported to and from their homes and are taught to be self-sufficient, learning social skills; basic academics; music and speech and drama. The school is proud to have launched a Gospel CD in 2011. The school's professional band was established in 1996. Trained by the Steel Drums Foundation in Durban and Marimba Foundation in Johannesburg, they have been featured in various performances.

The band participates annually in the Boksburg Marimba festival in Johannesburg. It started in 2007 and has been the only group from a special school. In 2008 - 2009 they took first prize in the mixed ensemble category where they competed with mainstream High Schools.

As part of their social responsibility the band performs for the elderly in the suburbs of Umbilo and Montclair. They have become a professional band and are paid for each and every gig. Recently on the 07th June 2011 they performed for 3000 delegates and were highly honoured.

AUDIENCE

SESSION ONE

Monday, July 16
11:00 - 12:30

Room: MTB-C1

AUDIENCE STUDIES AND ONLINE NEWS

Chair: **Nico Carpentier**

Vrije Universiteit Brussel, Belgium

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What Do Children Want?

**Children on the News Media Coverage
of the 2011 Japan Disasters**

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Cláudia Nonato

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**The Journalist as “Audience” and
“Worker”: results of empirical research
with freelance journalists of São Paulo**

Marc Anthony Caldwell

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**Talking about the Protection of
Information Bill: The notion of
conversation in online news forums.**

Jan Alyne Barbosa

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**Reassessing issue salience and public
agenda on Web environments: the
case of Portal 180 Graus's news
recommendation system**

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Oliver Quiring

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**Evidence for an “Enke effect”? - The
press coverage of the suicide of the
German football-international Robert
Enke and the development of suicide
rates in Germany**

Suchitra Patnaik

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**Participants in news diffusion: A study
on online news audiences in India**

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB-C1

Popular Fictions In Africa and Audience Reception

Chair: **Wendy Willems**

University of Witwatersrand, South Africa

Viola Candice Milton

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**Twit for Tat: Media citizenship,
resistance politics and the politics of
representation on the SABC**

Nancy Achieng Booker

Multi Media University College of Kenya
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**Towards an appreciation of indigenous
television programmes among the
Kenyan audience**

Vanessa Malila

Rhodes University South Africa
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**The role of the media in the
construction of citizenship amongst
South African youth:
between marginalisation and
participation**

Mbanza Charles Edga

CNE Centre Norbert Elias (EHES)
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**Ce que nous apprend une
ethnographie des médias du quotidien
chez les africains urbains**

Walter Chikwendu Ihejirika

University of Port Harcourt Choba, Rivers
State, Nigeria
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**“Crazy Fans?”: Conflicting Identities
Of Nigerian**

Michele Tager

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**Dexter: gratuitous violence or the
vicarious experience of justice:
perceptions of selected South African
viewers.**

SESSION THREE

Monday, July 16

16:00 - 17:30

Room: MTB-C1

**Panel: Measuring and Understanding
Audiences in a Complex Media
Landscape: New methods and
resources to investigate audiences
(in association with COST Action
ISO906 Transforming Audiences,
Transforming Societies)**

Chair: **Miguel Vicente-Mariño**

University of Valladolid, Spain

Kenneth C. C. Yang

The University of Texas at El Paso, USA
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Yowei Kang

The University of Texas at El Paso, USA

**Using the Experiential Sampling
Method to Understand What Motivates
Millennium Generation Consumers to
Use Their Advanced Mobile Devices:
Methodological Implications for
Understanding Audience's
Experiences with New ICTs**

Hayes Mabweazara

(University College Falmouth, UK
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**'Pirate' Radio, Convergence and
Reception in Zimbabwe**

Matthew Hibberd

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Alka Tomar

(Centre for Media Studies, New Delhi, India)
Understanding Different Agendas and Audience Diversity: Climate Change Research in India and the UK

Anne Kaun

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New Media - New Methods. Online Research and the necessity to methodological innovation

SESSION FOUR

Tuesday, July 17

09:00 - 10:30

Room: MTB-C1

Online and social media use - trends and adoption patterns

Chair: **Wendy Willems**

University of Witwatersrand, South Africa

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Mobile Internet: Perspectives From The Stakeholders

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Sara Henriques

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Knowledge, attitudes and expectations of 30 Portuguese families in the context of the switchover from analogue terrestrial television to digital terrestrial television

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Imagining and Engaging Social Media Users at BBC Arabic

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A Typological Model for Twitter Publics Segmentation

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Fredrik Stiernstedt

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Social Media Memories: The Case of Youth Radio DT64

SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: MTB-C1

Audience theory and cultural studies

Chair: **Nico Carpentier**

Vrije Universiteit Brussel, Belgium

Nico Carpentier

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Class and the Construction of Ordinary Participants in Reality Television

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Why Literal Meaning Meaningless: Communication norms and implicit theories in audience's information processing

Scott Neal Timcke

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What can 18th Century Philosophy Offer Cognitive Cultural Studies?

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The Cognitive Life of Media

Brett Aaron Bumgarner

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Mobilizing the Gay Bar: Grindr and the Layering of Spatial Context

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Audiences At Play: An Epistemic Inquiry Into The Song 'Kolaveri Di'

SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: MTB-C1

North-South conversations

Chair: **Matthew Hibberd**

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Western audiences in the face of distant suffering. A call to bring moral psychology to the table

Thomas Wiedemann

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The German-Turkish Film from the Perspective of the German Cinema Audience

AUDIENCE ... continued

Anthea Henderson

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Logospeak" - brands and South-North conversations"

Lyndsey Beutin

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**Can Museum Space Deconstruct
Museum Authority with Visitors?
Imagining Africa with the Penn
Museum**

Vasupradha Srikrishna

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**'Kolaveri' (Murderous rage)
Phenomenon: What's going on? The
song that went viral: An etymological,
exploratory and theoretical
investigation**

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**Construction of Digital Cinematic
Aesthetics from Creative Consumption**

SESSION SEVEN

Wednesday, July 18

09:00 - 10:30

Room: MTB-C1

Children, youth and media

Chair: **Pat Brereton**

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**The role of digital media in young
people's everyday life - listening to
teen's voices**

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**New media: uses and communication
by adolescents. Prospects from digital
natives**

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**Facebook use amongst college going
students of India**

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Children's reception of fiction ---

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**Adolescents' Media Habits And Leisure
Diet In The Digital Era**

SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: MTB-C1

Audience Section Business Meeting ---

SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: MTB-C1

Promotional cultures

Chair: **Anne Kaun**

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Diogo Morais

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**The online brand ecosystem and web
brands seduction process on new
media audiences**

Marie Grusell

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**New views of Advertising? An
Explorative Study of Youth Attitudes
Towards Commercials in Sweden 2011**

Anjali Capila

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Anu Sachdev

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**Mental imagery and response building:
Investigating effects of radio
advertising strategies on affective
responses of listeners**

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**Influence of Time Pressure on
Cognitive Dissonance in Pre-decisional
Process - Using the Case of
Postgraduate University Promotion
Advertisement**

Luiz Peres-Neto

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**Conscious consumption: eco bag's
campaign in Sao Paulo city**

SESSION TEN

Thursday, July 19

09:00 - 10:30

Room: MTB-C1

Health communication

Chair: **Miguel Vicente-Mariño**

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Theorising resistances to entertainment education interventions on HIV and AIDS in South Africa

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Science Communications in Health Knowledge for Elderly: Creating iPad Interactive Media to Promote Learning Motivation

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Media, Celebrity, and Makeover: An In-depth Examination on the Influence of Media and Celebrity on Young People's Decisions to Have Cosmetic Surgery

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Association of thin-ideal media exposure, body dissatisfaction and disordered eating behaviors among adolescents in Taiwan

SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: MTB-C1

Representations and popular TV

Chair: **Nico Carpentier**

Vrije Universiteit Brussel, Belgium

Charu Uppal

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Understanding our Stories: How Fijians perceive representation of minorities in Shortland Street

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Reality TV - Godsend or Trojan Horse? A Theoretical Reflection on the Popularity and Impact of a Popular TV Genre

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Virginia Luzón

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La percepción de la audiencia sobre las noticias espectáculo en las cadenas españolas: ¿es conciente la audiencia del sensacionalismo en las noticias?

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Influence of sexual orientation in the Appreciation of lesbian narratives

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Broadcast Yourself! Examining the Influence of Watching Reality TV on Self-Disclosure on SNS

COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH16

Chair: **Cecilia Strand**

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Media coverage of HIV/AIDS

Perpetua Wanja Njuguna

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Communication as a tool of empowerment of the marginalised and the stigmatized - The Case of Stigma in Print Media Reporting of HIV & AIDS in Botswana and Namibia 2000-2009

Nicola Jones

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Have we learned from history? A comparative critical assessment of the Independent Group's coverage of the HIV/Aids pandemic in South Africa in 2004 and 2011

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Kristen Kiernicki

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Comparing the Roles of Media Systems in Coverage of HIV/AIDS Topics and Frames in Four Sub-Saharan African Newspapers, 2003-2007

Robin C. Stevens

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The Color of AIDS: U.S. newspaper coverage of HIV/AIDS from 1992-2007

SESSION TWO

Monday 16 July

14:00 - 15:30

Room SH16

The limits of HIV/AIDS public health communication interventions

Chair: **Marjan De Bruin**

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Nyasha Mboti

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Some Possible Theoretical Reasons Some Public Health Communication Strategies on Behaviour Change may be failing: An introduction to the Slot Model

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Population Control and HIV/AIDS: Politics of Sexual Health in India

Colin Tinei Chasi

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Communication and expressing, not speaking, on AIDS

Tania Vergnani

James Lees

University of the Western Cape, South Africa

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HIV prevention and re-creating communication in South Africa

SESSION THREE

Monday, July 16

14:00 - 15:30

Room: SH16

Entertainment Education

Chair: **Liesbeth Rijdsdijk**

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Entertainment Education theory and practice in HIV and AIDS communication: a South - North Perspective

Janine Baudach

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Entertainment-Education as a tool for South-North dialogue for development education and health communication

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Interpersonal communication and self-reported behaviour change attributed to a television drama series, Intersexions

Eliza Govender

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Social networks as a platform to discuss sexual networks: Intersexions and Facebook as catalysts for social change

SESSION FOUR

Tuesday, July 17

9:00 - 10:30

Room: SH16

HIV/AIDS interventions: Perspectives on education

Chair: **Nanna Engebretsen**

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Darlington Farai Muyambwa

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Leading from the Rear; giving power to communities in SBCC interventions: A case of the Right to Respect Campaign in Zimbabwe's Tertiary Institutions

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Rico Lie

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Sexual and Reproductive Health and Rights: the view of adolescents in Uganda and implications for comprehensive sex education

Melissa Anne Cobbler

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Uncomfortable Silences: Narratives of four educators teaching about HIV/AIDS in a High School near Montréal

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HIV and AIDS Counseling Among Church Leaders in Charismatic Churches in Malawi

SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: SH16

Exploring mass media communication dynamics in HIV/AIDS and health

Chair: **Kate Holland**

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Nanna Engebretsen

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HIV Documentaries Interpreted: The Kenyan TV Audience discussing 'UNESCO's Young TV Producers' videos

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The potential of digital interactive television in the provision of healthcare and wellness services

Patama Satawedini

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How Can HIV/AIDS Be Prevented? A Strategic Communication Plan for Asian Migrants in Thailand

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Health information from elite to popular media: is Ghanaian media creating more space for health information/education?

SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: SH16

Construction and reception of health news

Chair: **Vemula Ravindra Kumar**

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Ngoni Muwonwa

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Typhoid outbreak, discourses of 'othering' and 'resistance': Dynamics of health reporting in Zimbabwean media

Kate Holland

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R. Warwick Blood

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Public responses and reflexivity during the swine flu pandemic in Australia: engaging the concept of 'biocommunicability'

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Dione Oliveira Moura

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Silencing and natural vulnerability - Brazilian press coverage of indigenous peoples' health

Kerry McCallum

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Distant and intimate conversations: media and Indigenous health policy in Australia

COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE ... continued

SESSION SEVEN

Wednesday, July 18

9:00 - 10:30

Room: SH16

Health perceptions and behaviours

Chair: **Kerry McCallum**

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Male Circumcision for HIV Prevention: Predicting Behavioral Intention and Attitude Using the Health Belief Model

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Communicating With Rural Women About Breast Cancer Screening: Factors That Affect Involvement

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Communication and Knowledge as Motivators: Understanding Singaporean Women's Perceived Risks of Breast Cancer and Intentions to Engage in Preventive Measures

Shari Hoppin

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Enhancing understanding when immigrants talk to medical practitioners in the North

SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: SH16

Business meeting

SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: SH16

Panel: **Research Uptake of research findings in HIV programming and policy - determining factors and suggestions for improvement.**

**This panel will explore the use of
research in HIV/AIDS programming
and policy. How well is the interface
between research and policy/practice
negotiated, if at all? What are factors
that support putting research into use?
What are mechanisms or lessons for
the improved integration of research
into practice and policy processes? A
panel of speakers will address these
questions, providing cases from the
Caribbean, Sub-Saharan Africa
and Asia.**

SESSION TEN

Thursday, July 19

9:00 - 10:30

Room: SH16

HIV/AIDS, values systems and behaviour change

Chair: **Sarah Cardey**

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Verena Thomas

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Kate Britton

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Joys Eggins

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Incorporating indigenous values in HIV and AIDS communication

Dorothy Achieng Omollo

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Abraham Kiprop Mulwo

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Renegotiating Culture in the Context of HIV/AIDS: An analysis of the Influence of Communication Media on the Uptake of VMMC Messages in Western Kenya

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Naomi Mtanga

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Women's ceremonies and rites as a communication tool for HIV/AIDS information: A Zambian perspective

Ndeti Ndati

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The Role of Interpersonal Communication in Shaping and Influencing Behavioral Responses to HIV and AIDS among Students in Secondary Schools in Nairobi County

Poster

Rosemary Chikafa

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Pauline Mateveke

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Transformative Masculinity: Towards a breaking of gendered and cultural barriers in the dissemination of HIV/AIDS messages

SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH16

Institutions and agenda setting in HIV/AIDS and health communication: from the grassroots to international levels

Chair: **Janine Baudach**
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Cecilia Karolina Strand

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Local agenda building efforts on sexual minority health rights- a study of international actors' agenda setting influence on domestic coverage in Uganda

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Armstrong Tingwane

Kuru Family of Organizations Community Health Programme/ Letloa Trust World University Service of Canada, Botswana julia@kuruhealth.org.bw

Breaking Down the North-South Dichotomy in Rural Botswana: A practical example of how specialized Indigenous Health Communications Facilitates Grassroots Advocacy in San communities throughout the Ghanzi and Okavango Districts of Botswana

Corne Davis

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Antoinette Hoffman

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HIV/AIDS ORGANISATIONAL THEATRE FROM A LUHMANNIAN PERSPECTIVE

COMMUNICATION POLICY AND TECHNOLOGY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH 6

The Mediation of Resistance

Chair: Claudia Padovani

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Discussant: Jeremy Shtern

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Gary Gumpert

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Susan J. Drucker

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The Square Transformed: Public Space, Contemporary Protest and the Communication Perspective

Katie Brown

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Shahab Mobasheri

Islamic Azad University - Iran
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The discourse of soft war: International news coverage of the Arab Spring as a revolution in a new dimension of the digital divide

Bart Cammaerts

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The Copyright Resistance Movement: Speaking for the Spivakean Subaltern

Adelina Mbinjama

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Challenges to the Bill of Rights for Cyber-ethics: social media use within selected South African NGOs

COMMUNICATION POLICY AND TECHNOLOGY ... continued

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: SH 6

Current Challenges for Privacy, Freedom and Human Rights on Internet (Joint Session CPT & Law)

Chair: **Stefania Milan**

European University Institute - Italy

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Discussant: **Bart Cammaerts**

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Katharine Sarikakis

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The Modernization of the European Privacy and Data Protection Policies: Social, Legal and Technological Challenges.

Adedayo Ladigbolu Abah

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Whose Internet is it anyway?

Anonymity and personal privacy rights in online media

Vicky Breemen

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Joris van Hoboken

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Freedom of Expression Implications of Europe's proposed Right to be Forgotten

Joris van Hoboken

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Search engines and intermediary liability: A comparison of different approaches and their implications for the right to freedom of expression

Slavka Antonova

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The Internet and the emerging global community of rights: Exploring the multistakeholder human rights debate at IGF

SESSION THREE

Monday, July 16

14:00 - 15:30

Room: SH 11

ROUNDTABLE: 'ICTs and Media Impacts: Innovation in Media and Content Industries' (Joint session IAMCR-CPT & European Commission IPTS)

Chair: **Jo Pierson**

Vrije Universiteit Brussel - Belgium

jo.pierson@vub.ac.be

Keynote: **Esteve Sanz**

IPTS - Spain

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Hopeton Dunn

University of the West Indies - Jamaica

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Respondent on Music Report (Andra Leurdijk & Otilie Nieuwenhuis)

Deniz Bayrakdar

Kadir Has University - Turkey

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Respondent on Television Report (Esteve Sanz) and Film Report (Sophie De Vinck & Sven Lindmark)

Eno Akpabio

University of Dar es Salaam, Tanzania

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Respondent on Books Report (Giuditta de Prato & Jean Paul Simon) and Newspapers Report (Andra Leurdijk, Mijke Slot & Otilie Nieuwenhuis)

SESSION FOUR

Monday, July 16

16:00 - 17:30

Room: SH 6

Critical Perspectives on Digital Inclusion and Policy

CHAIR: **Wendy Willems**

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DISCUSSANT: **Seda Guerses**

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Louis Fourie

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Leo Van Audenhove

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Ilse Marien

Vrije Universiteit Brussel - Belgium

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From Digital Divide to Digital Inclusion. The influence of theory on international collaboration in higher education.

Leo Van Audenhove

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Natalie Weiss

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Louis Fourie

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Living Labs in South Africa. Contextual, organizational and institutional opportunities and challenges.

Thandi Marijke Smith

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Universal access or corporate gains? Researching the infrastructural implications of the South African digital migration

Ilse Mariën

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Leo Van Audenhove

IBBT SMIT Vrije Universiteit
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Towards a multi-stakeholders approach for digital inclusion: A case study of Ghent's 'Digitaal.Talent' policy program.

Lore Dupont

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Risk factors for exclusion and strategies for inclusion

SESSION FIVE

Tuesday, July 17
9:00 - 10:30
Room: SH 6

Mobile Technologies, Practices and Policy

Chair: **Hopeton Dunn** (University of the West Indies, Jamaica)

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Discussant: **Nathalie Hyde-Clarke**

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Deepti Chittamuru

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Mohini Bhavsar

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CommCare: Evaluation Of A Mobile Application for Maternal Health In Rural India

Isaac Mutwiri Mutunga

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Mobilephone based information services for sustainable rural livelihoods: a case of selected rural areas in Kenya.

Melanie Stilz

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Free literacy training software for mobile phones in Afghanistan - usability, acceptance and diffusion

Murendehle Mulheva Juwayeyi

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The Diffusion of Mobile Telephones in Malawi: From a Status Symbol to a Common Burden

Gerard Goggin

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Mobile Media and Disability: Communication Policy Challenges and Opportunities

SESSION SIX

Tuesday, July 17
14:00 - 15:30

Room: SH 6

Panel 1: **Pushing Back**

Responsibilization - Security And Privacy In Online Social Network Services

CHAIR: **Sandra Braman**

University of Wisconsin-Milwaukee - USA
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DISCUSSANT: **Seeta Peña Gangadharan**

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Seda Gurses

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Jo Pierson

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Requirements engineering meets social sciences: re-wiring socio-technical systems for tackling privacy and responsabilization

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Jo Pierson

Vrije Universiteit Brussel - Belgium
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Privacy beyond the individual: analyzing group based access control models on social network sites from a user perspective

Ellen Vanderhoven

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Martin Valcke

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The role of education in pushing back responsabilization: raising awareness about the risks on social network sites

Brendan Van Alsenoy

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A hedge between keeps friendship green ... should data protection legislation apply to private individuals online?

Mathias Vermeulen

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Mind the gap? European law vs. self-regulation efforts to protect privacy in social networks

SESSION SEVEN

Tuesday, July 17
14:00 - 15:30

Room: SH 11

Journalism and ICTs

Chair: **Bart Cammaerts**

London School of Economics and Political Science - UK

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Discussant: **Stefania Milan**

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Dominique Nduhura

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Citizen journalism in the Rwandan media: real revolution or sheer hype?

Elvira Garcia De torres

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Concha Edo Bolós

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COMMUNICATION POLICY AND TECHNOLOGY ... continued

Loreto Corredoira Alfonso

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**Participatory Journalism and
Copyright: Policies that regulate User-
Generated Content by News Media
Companies**

Stefan Geiß

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Oliver Quiring

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Nikolaus Jakob

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**The future of information technology,
ICT media, and society: Trends spotted
by ICT journalists in Germany**

Elizabeth Farisai Hove

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**Of Pandora and Pandora's Box? The
internet as an avenue of Hope: A
Zimbabwean Perspective**

Joan Ramon Rodriguez-Amat

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Katherine Sarikakis

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**I am your father: crossmedia
authorship and intellectual property**

SESSION EIGHT

Tuesday, July 17

16:00 - 17:30

Room: SH 6

Panel 2: **Talking politics - Young people
and political participation in mobile
and social media in Southern Africa**

Chair: **Milagros Rivera**

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Discussants: **Sarah Chiumbu**

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Wendy Willems

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**From the street to Facebook: mobile
publics, urban sociability and civic
engagement during Zambia's 2011
elections**

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Pierinne Leukes

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**Prepaid social media and the mobile
internet in South Africa: Patterns in
young people's mobile discourse**

Nathalie Hyde-Clarke

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**Perceptions about Mobilising the
Youth for Political Purposes through
Mobile Technology: A South African
study**

Tanja Bosch

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**Facebook and youth political
participation in South Africa**

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**Exploring the Relationship between
South African Youth, News Media and
Online Political Participation**

SESSION NINE

Tuesday, July 17

16:00 - 17:30

Room: SH 11

**Critical Perspectives on Digital
Inclusion and Practices**

CHAIR: **Gerard Goggin**

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DISCUSSANT: **Leo Van Audenhove**

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Seeta Peña Gangadharan

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**Digital Inclusion and Online
Surveillance**

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**The role of media and
telecommunications in the life of
teachers in Bedouin schools
in Israel**

Manuel José Damásio

Sara Henriques

Inês Teixeira Botelho

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**Social interaction with technologies:
the role of access**

Antwuan Wallace

Milano, The New School for Management
and Urban Policy, New York - USA

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**Broadband Adoption and The Working
Poor: Towards understanding
amplification, reinforcement and
embeddedness in Greater Silicon
Valley and Greater San Francisco
Bay Area**

SESSION TEN

Wednesday, July 18

9:00 - 10:30

Room: SH 6

Dark Side of the Information Society

Chair: **Divina Frau-Meigs**

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Discussant: **Maria Michalis**

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Mohammad Sahid Ullah

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Youth in Cyberspace and Vulnerability: Experience from Bangladesh

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Martin Valcke

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How Safe do Teenagers Behave on Facebook? An Observational Study.

Qiaolei Jiang

Nanyang Technological

University - Singapore

Exploring the Internet Nest Phenomenon in China

Meghdad Mehrabi

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Vivian Hsueh-hua Chen

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Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players' Addictive Behavior

Meryem Marzouki

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Migrants under Control: Foreign bodies on the (Smart) Border

SESSION ELEVEN

Wednesday, July 18

14:00 - 15:30

Room: SH 6

Business Meeting

Chair: **Jo Pierson**

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SESSION TWELVE

Wednesday, July 18

16:00 - 17:30

Room: SH 6

Current Challenges for Internet Policy and Infrastructure (Joint Session CPT & Law)

Chair: **Robin Mansell**

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Discussant: **Maria Michalis**

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Dong-Hee Shin

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Network Neutrality in Korea

Sandra Braman

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Developing Country Participation in the Internet Design Process

Luke J Heemsbergen

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'Past' Radical Transparency to Future Openness: An Empirical Critique of Past Present and Future Governing

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Jamile Bittar

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Communications, Internet and Open Government: a comparative analysis of municipalities in Brazil

SESSION THIRTEEN

Tuesday, July 19

9:00 - 10:30

Room: SH 6

Current Challenges for Media Policy

Chair: **Paschal Preston**

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Discussant: **Eno Akpabio**

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Media transformation in Korea and the US: Implications to Public Policy

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Charles H. Davis

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Creative Labour and the Mediation of Cultural Diversity in Canada's Independent Screen Media Production Sector

Mohammadu Careem Rasmin

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How the media policy has become a matter in conflict and post conflict periods - Experience of Sri Lanka

Kate Coyer

Central European University - Hungary

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Policy, Politics and Academic Research: the contested environment for studying Hungary's new media laws

COMMUNICATION POLICY AND TECHNOLOGY ... continued

Minzheong Song

Korea Telecom Economics & Management
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**A case study on KT Sklyfe's business
model innovation**

SESSION FOURTEEN

Tuesday, July 19

11:00 - 12:30

Room: SH 6

Co-constructing Internet and Society

Chair: **Jo Pierson**

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Discussant: **Sheena Johnson**

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**An analytical model for analyzing
software development: linking
negotiability of technology with user-
participation**

Francesca Musiani

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**What's in a server? Decentralization
and Internet-based services**

Hongzhe Wang

The Chinese University of
Hong Kong, China

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**The Politics of Digital Technology and
Labor: The Installation Process of PC
in the Post-Mao (1980s) China**

Shu-Chu Sarrina Li

National Chiao Tung University - Taiwan
Province of China

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**Lifestyles and the Adoption of Three
Types of Technologies including
information technologies,
entertainment technologies, and
interpersonal technologies in Taiwan**

COMMUNITY COMMUNICATION

SESSION ONE

Monday July 16

11:00 - 12:30

Room: SH2

Community (and) Radio in Africa

Chair: **Arne Hintz**

McGill University

Robert Anthony White

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Zac Chiliswa

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Marceline Nyambala

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**Community radio in Kenya in the light
of African theory of community radio**

Innocent Paschal Ihechu

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Onwuka Okereke

Abia State University

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**The Limits of Community Broadcasting
in Nigeria: Connotations for South-
North Conversations**

Last Moyo

University of Witwatersrand

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**Radio Islam and the Muslim Ethnic
Minorities: Critical Reflections on
Community Radio and Cultural
Citizenship in Post-Apartheid South
Africa**

Elikana Shoko

Midlands State University

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Tariro Ndawana

Midlands State University

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Beauty Muromo

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**National FM: The answer to small
linguistic communities' quest for mass
media communication?**

Brilliant Mhlanga

University of Hertfordshire

bsigabadem@gmail.com

**Sociologies of Voice and Language:
Ethnic Radio Broadcasting and the
Quest for Unthinking the African
National Project in South Africa**

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: SH2

Social Movement Activism and New Media

Chair: **Heather Anderson**

Griffith University

Txema Ramirez de la Piscina

University of the Basque Country

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Lipdubs, social movements and social influence. A study of four paradigmatic case

Dominique Meunier

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Rayén Condeza

Universidad Católica de Chile

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Social Movements and Protest Tactics: Analysing Communications Technologies Mobilized by Young People in Chile

Stefania Milan

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Cloud Protesting. Mobilization and Dissent in Times of Social Media

Kate Coyer

Central European University

coyer@ceu.hu

Facilitating participation: Digital technologies and 'activist intermediaries'

SESSION THREE

Monday, July 16

16:00 - 17:30

Room: SH2

Alternative Communication, Counter-publics and Social Change

Chair: **Chris Armstrong**

University of the Witwatersrand

Anasa D. Sinegal

University of North Carolina

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The Southern Street: A Qualitative Case Study of Resistance in the Homeless Press

Sarah Chiumbu

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Janeske Botes

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Social Movements, Alternative Media and Radical Democracy in South Africa

Jose Fernando Benitez

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Radios para la Comunidad?. Estudio de tres radioemisoras comunitarias de Caracas, Venezuela

Fei Jiang

Chinese Academy of Social Sciences

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Kuo Huang

China International Publishing Group

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Community Media in China: Communication, Digitalization and Relocation

SESSION FOUR

Monday, July 16

16:00 - 17:30

Room: SH11

Showcases and Book Launch: Presenting Community Communication Projects

Chair: **TBD**

Ruth Kunz

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Timon Schmidt

University of Zurich

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The Autonome Schule Zurich: A unique educational community space

Birgitte Jallov

Empowerhouse

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Empowerment Radio - Voices building a community Book presentation by Prof. Cees Hamelink, Honorary President of the IAMCR ... and further projects, publication and organizations.

SESSION FIVE

Tuesday, July 17

9:00 - 10:30

Room: SH 2

How can Researchers Support and Use World Radio Day?

Chair: **Pradip Thomas**, University

of Queensland

Bruce Girard

Fondacion Comunica

bgirard@comunica.org

The History and Significance of World Radio Day

Birgitte Jallov

Empowerhouse

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How Can World Radio Day Strengthen Community Radio?

Ruth Teer-Tomaselli

University of KwaZulu-Natal

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How Can Researchers Support and Use World Radio Day to Improve the Quality and Diversity of Radio Programming?

Hezekiel Dlamini

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UNESCO's role in Supporting a Research Agenda on Radio

Helge Ronning

University of Oslo

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Public Service Radio and World Radio Day

SESSION SIX

Tuesday, July 17

14:00 - 15:30

Room: SH2

Communities and Publics: Advancing Community Communications Theory

Chair: **Dorothy Kidd**

University of San Francisco

COMMUNITY COMMUNICATION ... continued

Richard Potter

University of Illinois at Urbana-Champaign
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**Toward a Heterarchic Public Sphere
Model of Community Communications:
Lessons from Venezuela's Bolivarian
Republic (video Presentation)**

Chiara Saez Baeza

Universidad de Chile
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Alejandro Barranquero

Universidad Carlos III Madrid
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**Community communication and
communication for social change in
Spanish University: academic
programs, journals & doctoral thesis**

Tanja Dreher

University of Wollongong
tanjad@uow.edu.au

**Communities and Publics: a spectrum
of 'listening' for citizens' media**

Heather Anderson

Griffith University
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**Putting the 'community' into
community radio: Testing experiences
against theory in Brisbane, Australia**

Arne Hintz

McGill University
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Stefania Milan

University of Toronto
stefania.milan@utoronto.ca

**Notions of Community in Times of
Social Media**

SESSION SEVEN

Tuesday, July 17

16:00 - 17:30

Room: SH2

**Community Media: Ongoing South-
North Conversations**

Chair: **Steve Buckley**
CM Solutions/AMARC

Nico Carpentier

Vrije Universiteit Brussel
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**Multi-theoretical Approaches to
Community Media: Capturing
Specificity and Diversity**

Linda K. Fuller

Worcester State University
LFuller@worcester.edu

**Top-Down Community Media:
A Participant Observation
from Singapore**

Parichart Sthapitanonda

Chulalongkorn University
Parichart.S@Chula.ac.th

**The Power of Participatory Community:
Lessons Learned from the
Bangkokian Experience**

Hillel Nossek

College of Media Studies
hnossek@colman.ac.il

**Vox Populi or Lonely Voices in the
Wasteland of the Ionosphere: The Case
of Israeli Community Television**

Respondent: **Dee Dee Halleck**
Deep Dish Network / University of California
dhalleck@dssmail.ucsd.edu

SESSION EIGHT

Wednesday, July 18

9:00 - 10:30

Room: SH2

**Social Movements, Communicative
Action and the Ecological Crisis**

Chair: **Tanja Dreher**

Gabriele Hadl

Kwansei Gakuin University
mediactivejp@mac.com

**'Saving civilization is not a spectator
sport' - Climate change
communication and alternative media
studies (video Presentation)**

Dorothy Kidd

University of San Francisco
kidd@usfca.edu

**Tar sands, pipelines and
environmental justice**

Wei-Ching Wang

National Taiwan Normal University
weiching@ntnu.edu.tw

Ma Chi-Han

National Taiwan Normal University
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Chen Chao-Wei

National Taiwan Normal University
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**Social movement in the Internet age:
Does the Internet discourage social
movements? Considering Taiwan's
environmental movement as an
example**

Frederick Kakembo

Uganda Christian University
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**New Wine in Old Skins: Blending ICT
with Indigenous Knowledge for Climate
Change Disasters in Uganda**

SESSION NINE

Wednesday, July 18

14:00 - 15:30

Room: SH2

**Community Communications Section
Business Meeting**

Chair: **Arne Hintz**

SESSION TEN

Wednesday, July 18

16:00 - 17:30

Room: SH2

**Community Media Policy: Innovations,
Challenges and Activism**

Chair: **Kate Coyer**
Central European University

Francisco Juan Godíenz Galay

Centro de Producciones Radiofónicas
francisco@cpr.org.ar

**Argentina Law of Communication
Services and community media**

Gabriel Kaplun

Universidad de la República
gabriel.kaplun@comunicacion.edu.uy

**Medios comunitarios, legalizacion y
participacion ciudadana: avances y
debilidades de un proceso en marcha**

Lisa Jane Waller

University of Canberra
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**Don't cut off our tongues: Yolngu
voices in news media and policymaking**

Chris Armstrong

University of the Witwatersrand
c.g.armstrong@gmail.com

Policy Gaps Confuse South Africa's Community TV Sector**Catherine Edwards**

Canadian Association of Community
Television Users and Stations
cedwards@timescape.ca

Models for Public and Community Media Partnerships**SESSION ELEVEN**

Thursday, July 19
9:00 - 10:30
Room: SH2

Critical Resources for Community and Citizen Media

Chair: **Lisa Jane Waller**
University of Canberra

Jessica Gustafsson

Stockholm University
gustafsson@imk.su.se

The Political Economy of Community Media**Harry Livingstone Dugmore**

Rhodes University
h.dugmore@ru.ac.za

Communities of Practice and the sustainability of Citizen Journalism: lessons from a South African experiment**Amparo Cadavid**

acadavid@consultingecho.com

The use of EGov platforms in marginalized communities**Timon Schmidt**

University of Zurich
timon.schmidt@uzh.ch

How can actors with low financial resources benefit from social networks**Ruth Kunz**

University of Zurich
r.kunz@ipmz.uzh.ch

Mobilising for marginalised migrant's media production: A case study of the Autonome Schule Zurich (Autonomous School Zurich, ASZ)**SESSION TWELVE**

Thursday, July 19
11:00 - 12:30
Room: SH2

Digital Cultures, Networked Publics and Virtual Communities

Chair: **Stefania Milan**
University of Toronto

Diana Nastasia

Southern Illinois University
dinastasia@yahoo.co.uk

Sorin Nastasia

Southern Illinois University
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Charul Uppan

Karlstad University
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Citizens in Space and Time: Configuring Communities as Sites of Civic Participation**Holger Briel**

University of Nicosia
holger.briel@gmail.com

Narrations of the E-Mind: Cyprus and Malaysia**Joanah Gadzikwa**

Monash University
gadzikwa@yahoo.co.uk

Media and Democracy: The Internet for a revival of a Public sphere in Zimbabwe**Junghyun Lim**

Sungkyunkwan University
limjh00@hotmail.com

How Public Are Empowered in Social Media: Using Social Network Analysis

CRISIS COMMUNICATION

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C5

Theme: War, Terror and Crisis Communication

Moderator: **Ester Pollack**

Rikke Bjerg Jensen

University of Westminster, United Kingdom
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Battles of Narratives: Strategic Communication & the Story of Success in Afghanistan

Discussant: **Sigurd Allern**

Piotr M Szipnar

The Annenberg School For Communication
University of Pennsylvania, US
pszipnar@asc.upenn.edu

Homegrown Terrorism as a Communication Problematic

Discussant: **Suchita Paitnak**

CRISIS

COMMUNICATION ... continued

Ogu Sunday Enemaku

UNICEF Nigeria
oguser@yahoo.com

Watching the Watchdog in a Conflict Situation: An Analysis of Critical Comments on Nigerian Media's Coverage of Boko Haram Terrorist Attacks

Discussant: **Leandro Penaranda**

Savera Mujib Shami

University of the Punjab, Lahore, Pakistan
saverashami@gmail.com

Portrayal of US in Pakistani Print Media After Osama Bin Laden Killing

Discussant: **Piotr M Szpunar**

SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room: MTB C5

Theme: **Theoretical and Strategic Perspectives on Crisis Communication**

Moderator: **Ester Pollack**

Stijn Joye

Ghent University, Belgium
Stijn.Joye@UGent.be

Future directions in research on the representation of crisis and suffering. Findings from the elite interviews with leading scholars in the field

Discussant: **Eva-Karin Olsson**

Stenford Stenford

Walter Sisulu University, South Africa
smatenda@gmail.com

The rhetorical structure of political self defence: Jacob Zuma's apology on out of wedlock daughter

Discussant: **Friederike Schulz**

Eva-Karin Olsson

CRISMA/Smart/Swedish National Defence College and Lund University, Sweden
eva-karin.olsson@fhs.se

Communicative logics in crisis: Information, coordination emotional communication

Discussant: **Stijn Joye**

Friederike Schulz

VU University Amsterdam, The Netherlands
f.schultz@vu.nl

Christian Baden

VU University Amsterdam, The Netherlands
c.baden@mu.de

Neutralizing frames: The role of strategic frames and institutional justifications in the financial crisis

Discussant: **Sigurd Allern**

Musara Lubombo

Center for Communication, Media and Society, UKZN, South Africa
mlubombo@yahoo.com

From pure advocacy to pure accommodation: Zimbabwe Government's handling of the Movement for Democratic Change (MDC) Crisis 2000-2009

Discussant: **Stenford Stenford**

SESSION THREE

Wednesday, July 18

9:00 - 10:30

Room: MTB C5

Theme: **Applied Crisis Communication**

Moderator: **Sigurd Allern**

Na Liu

City University of Hong Kong, Hong Kong
naliu33@gmail.com

One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China

Discussant: **Lilian Kwok**

Lilian Kwok

The University of Hong Kong, Hong Kong
liliankwok@gmail.com

A study of the Hong Kong media reporting of risk information during the H1N1 pandemic in 2009

Discussant: **Ester Pollack**

John Christoffer Skinner

University of KwaZulu Natal, South Africa
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How social media is impacting on traditional forms of communication in disaster management

Discussant: **Na Liu**

Zarqa Shaheen Ali

University of Auckland, New Zealand
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Gender and Climate Change in the Print Media of Pakistan and New Zealand.

Discussant: **Juliana Mello Souza**

Zarqa Shaheen Ali

University of Auckland, New Zealand
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Gender and Climate Change in the Print Media of Pakistan and New Zealand.

Discussant: **Juliana Mello Souza**

Juliana Mello Souza

University of Coimbra Research Collaborator CES, Portugal
jmellosouza@gmail.com

A crisis conjugated in the feminine: A study of the representation of women in the media in a context of economic recession in Portugal

Discussant: **Zarqa Shaheen Ali**

SESSION FOUR

Wednesday, July 18

16:00 - 17:30

Room: MTB C5

Business meeting

Moderator: **Ester Pollack**

DIASPORAS AND THE MEDIA

SESSION ONE

Monday, July 16

16:00 - 17:30

Room: MTB C-3

Multiculturalism, public sphere and civil society

Chair: **Roza Tsagarousianou**

Omar Alghazzi

University of Pennsylvania, US

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Imagining Diasporas: Birthright-Israel and the Narratives of Sexuality and Reproduction

Elisabeth Eide

Oslo University College C, Norway

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The Norwegian massacre and the media responses: 22. July, Multiculturalism and Freedom of Expression

Ryan Hubbs

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SOAS, University of London, UK Identity and Power: Zimbabwean diasporic media and civil society in the United Kingdom

SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room: MTB C-3

Social and Mobile Media

Chair: **Annabelle Sreberny**

Rajalakshmi Kanagavel

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University of Hildesheim, Germany

Virtual Social Support- How social media plays a role in providing social support to Indian students abroad?

Mirca Madianou

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University of Leicester, UK

Networked Migration

R ajiv George Aricat

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Arul Chib

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Migrant Workers' Shift to Mobile Media: A Case Study from Singapore

Roza Tsagarousianou

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Diasporic Youth Digital Creativity and Identity Formation

Sudeshna Roy

Stephen F. Austin State University, US

roys@sfasu.edu

Two 'Faces' of Indian Identity: A Comparative Critical Analysis of Identity Management on Facebook of Asian Indians living in India and the US

SESSION THREE

Wednesday, July 18

09:00 - 10:30

Room: MTB C-3

Space and Place

Chair: **John Sinclair**

Henry Mainsah

Oslo School Of Architecture &

Design, Norway

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Diaspora, literacy, and identity in digitally mediated contexts

Lurdes Macedo

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Moisés de Lemos Martins

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Rosa Cabecinhas

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Is the lusophone cyberspace a better place to communicate in Portuguese language? Some results of a multimethod case studies research in Brazil, Mozambique and Portugal

Hrishikesh Ingle

The English and Foreign Languages

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Diasporic Constructions of the City in Hindi Cinema

Gloria Marvic Garcia

Universidad Nacional Autónoma

de México, Mexico

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La migración centroamericana en tránsito hacia los Estados Unidos: la construcción discursiva sobre el migrante y su trayecto a través de los medios mexicanos de comunicación

SESSION FOUR

Wednesday, July 18

16:00 - 17:30

Room: MTB C-3

Media Institutions and practices

Chair: **Sudeshna Roy**

Muhammad Jameel Yusha'u

Northumbria University, UK

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The Internet, Diasporic Media and Online Journalism in West Africa

Soumik Parida

University of Southampton, UK

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The exploration of Diasporic identity: Indian Cinema in Africa

Samuel Chege Mwangi

Kansas State University, US

scmwang@ksu.edu

North-South Conversations: Diaspora Media Networks as a public Sphere for Kenyans Abroad

SESSION FIVE

Thursday, July 19

11:00 - 12:30

Room: MTB C-3

Working Group business meeting

DIGITAL DIVIDE

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: MTB C3

Digital Divide: Improving North-South Dialogs

Chair: **Olga Smirnova**

Lomonosov Moscow State University

Faculty of Journalism

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Pranab Kumar Chakravarty

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University, Varanasi, India

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Dipak De

Department of Extension Education

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Improving North-South Conversations by enhancing unity through ICT applications

Yoonwhan "Miles" Cho

Hankuk University of Foreign Studies

Korea, Republic

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Beyond Digitally South-North Korea: Investigating Media System Dependency (MSD) of the Digital North and South

Indra de Lanerolle

University of Witwatersrand, Johannesburg South Africa

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The Network is the Message: north-south dialogues in a small world

Nik Andre Harvey

World Bank

nharvey@worldbank.org

The Evolution of Communication: Recognizing the growth of the Global South

Denise L Wood

School of Communication, International Studies and Languages at the University of South Australia,

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Rolda Rapotu

Addressing the digital divide through the use of accessible Information and Communication Technologies (ICTs) in South African schools

Fred Okoth Mudhai

Media Department, Coventry University

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Digital Renaissance and Resistances in Africa at 50

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB C3

Social issues in the context of digital divide

Chair: **Olga Smirnova**

Lomonosov Moscow State University

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H. Leslie Steeves

(University of Oregon

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Technology, gender and education for development: A study of the One Laptop per Child (OLPC) project in Ghana

Olga Smirnova

Lomonosov Moscow State University,

Faculty of Journalism

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Digital Divide and Gender: Case of Russia

Bamezai, G

Indian Institute of Mass Communication

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Kesharvani, P

Yumnam, B

Bhatia, G

Internet is the new leveler in promoting Equity in Media Use: Use and Content Preference Among Women Newspaper and Internet Readers in India

Moyahabo Rossett Mohlabeng

moya5045@webmail.co.za

The role that Living Lab (LL) plays to support involvement of end users

Raul Flores Simental

Universidad Autónoma de Ciudad Juárez México, paracho@hotmail.com

Social networking as escape of collateral violence in Juárez México

Zarqa S. Ali

University of Auckland, New Zealand

zsha016@aucklanduni.ac.nz

Perception of Pakistani Students about Use of the Internet in their studies

SESSION THREE

Tuesday, July 17

9:00-10:30

Room: MTB C3

Conceptualizing the Digital Divide

Chair: **Liangwen Kuo**

Shulin Chiang

CShulin@googlemail.com

International Transformation of Digital Divide Discourse--from the 1990s onwards

Weiyu Zhang

Communications and New Media, National

University of Singapore

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Redefining activism through ICTs in an authoritarian democracy, Singapore

Sandhya Rao

Texas State University, USA

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A Content Analysis of The New York Times' coverage of India's Information Revolution from 1990-2010

Uma Shankar Pandey

Surendranath College for Women,

University of Calcutta, Kolkata, West

Bengal, India, mailusp@gmail.com

The Capability Approach: Theoretical Foundations for Digital Divide in the Age of New Media

Ümit Arklan

Communication Faculty

Cumhuriyet University

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Mustafa Akdag

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Social media of daily life, daily life of social media: an applied study from relational and interactive perspective

Zhang Zheng

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**From Access Poverty to Relation
Poverty: the Changing Mapping of
Digital Divide in Social Media Age**

Luis M Martinez

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Monica Luengas

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**News in mass media as a measure of
the digital divide**

SESSION FOUR

Tuesday, July 17

16:00-17:30

Room: MTB C3

**Digital Divide: Experiences and
Parallels**

Chair: **Zarqa Ali**

University of Auckland, New Zealand
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Niall McNulty

Digital Resource Officer at the Centre for
Critical Research on Race and Identity
University of KwaZulu-Natal
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**Local users, local language and local
content: the case of the eThekweni
Municipality's Ulwazi Programme**

Janey Gordon

University of Bedfordshire, UK
janey.gordon@beds.ac.uk

Umar Lawal

University of Bedfordshire, UK
umar.lawa@study.beds.ac.uk

**Mobile phone usage in Sub Saharan
Africa: crossing the digital divide?**

Maxwell Mthembu

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**The digital divide post-WSIS: the case
of Swaziland**

Liangwen Kuo

Graduate Institute of Communication
Studies National Chiao Tung University
TAIWAN, lwkuo@mail.nctu.edu.t

Chen Wang

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**Encountering Digital Divide:
Consuming Piracy Mobile Phones in a
Miao Ethnic Village in China**

Periyasamy Govindaraju

p.govindaraju@yahoo.com

Maani Mabel

Department of Communication
Manonmaniam Sundaranar University
Tirunelveli, India,
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**ICTs in Rural India: Prospects and
Challenges**

Ismail Adegboyega Ibraheem

drismail.ibrahim@gmail.com

Osman Bakur Gazzaz

drgazzaz@gmail.com

**Social Media and the Disappearing
Digital Boundaries: A Study of Nigeria
and Saudi Arabia**

Cosette Castro

cosettecastro@hotmail.com

**The Digital Content Industry in Latino
America: a different propose to social
and digital inclusion**

SESSION FIVE

Wednesday, July 18

14:00-15:30

Room: MTB C3

Business meeting

Chair: **Elena Vartanova**

Lomonosov Moscow State University,
Faculty of Journalism
eva@smi.msu.ru

SESSION SIX

Thursday, July 19

9:00 -10:30

Room: MTB C3

**Youth, ICTs, And Civil Engagement in
Asia: a Comparative Approach**

Chair: **Ullah Sahid**

University of Chittagong, Bangladesh
ullah_sahid@yahoo.co.uk

Vigneswara Ilavarasan

evignesh@gmail.com

**Community Work & Limited Online
Activism ICTs, Youth & Civic
Engagement in India**

Joanne Lim

University of Nottingham Malaysia Campus
joannebylim@gmail.com

**Videoblogging and youth activism in
Malaysia**

Mohammad Sahid Ullah

University of Chittagong, Bangladesh
ullah_sahid@yahoo.co.uk

Weiyu Zhang

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**ICT Intervention, Political Engagement
and Changing the Youths' Attitudes
in Bangladesh**

Clarissa David

University of the Philippines, College of
Mass Communications
clarissa.david@gmail.com

**Engaging the disengaged: Youth
activism strategies through ICTs in the
Philippines**

Weiyu Zhang

cnmzw@nus.edu.sg

**Youth, ICTs, and Civic Engagement in
Asia: A Comparative Approach**

Caja C. Thimm

University of Bonn
thimm@uni-bonn.de

**Mobile Youth: Global Perspectives on
Mobile Media for Development**

EMERGING SCHOLARS NETWORK

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: MTB-C2

Emerging African ICTD Scholarship

Chair: **Stefania Milan**

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Respondent: **Sujatha Sosale**

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Kathleen Diga

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Facing the African ICTD academic divide

Katie Bryant-Moetele

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"No, it's not possible": Using the lens of epistemic injustice to investigate northern theoretical control of academic research communities

Arul I Chib

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Emerging African Scholarship -learning from Africa

Eve Gray

University of Cape Town

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A view from the South: aligning strategy and technology for increased visibility of southern African research

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB-C2

ESN Meeting of Mentors and Mentees

SESSION THREE

Monday, July 16

16:00 - 17:30

Room: MTB-C2

Political Economy of the Media (I): Internet, Activism, Globalization

Chair: **Svetlana Kulikova**

Georgia State University

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Respondent: **Jeremy Shtern**

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Michael Serazio

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Selling the Future: The Social Construction of 'Digital Native' Consumers

Francesca Musiani

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Valerie Schafer

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communication, CNRS

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The Internet model on trial (1970s-2010s)

Carlos Garcia

UNAM México

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Contradicciones comunicológicas o armonías forzadas en los procesos de Globalización Cultural

Mrinmoy Majumder

Mudra Institute of Communications

Ahmedabad(MICA)

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Online labour activism and unionism

SESSION FOUR

Tuesday, July 17

09:00 - 10:30

Room: MTB-C2

Political Economy of the Media (II): Crisis, Future, and Activism

Chair: **Francesca Musiani**

CSI, Mines ParisTech,

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Respondent: **Robin Mansell**

LSE, R.E.Mansell@lse.ac.uk

Felicity Duncan

Annenberg School for Communication at the University of Pennsylvania

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Neoliberalism in the face of financial crisis: an exploration of changing neoliberal discourse in response to the crisis in the economy

Janeske Botes

(Class) Protest, Media and Capital: An investigation into media texts, processes of news production and protestors' strategies in South Africa

Kgalalelo Lebogang Morwe

University of the Witwatersrand

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A critical analysis of the representation of service delivery protests in Mail and Guardian and the The Star newspapers

Vasupradha Srikrishna

Mudra Institute of Communications

Ahmedabad (MICA)

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The 'fasting' Brand of Anna: An exploratory study to understand the dominant representations and brand appeals constructed around Anna Hazare

SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: MTB-C2

Youth and Media (I)

Chair: **Sylvia Blake**

Ryerson University

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Respondent: **Barry King**

AUT University

barry.king@aut.ac.nz

Marija Anja Venter

University of Cape Town

anjaventer@gmail.com

Mobile Games in a Networked Society: a case study amongst children in Ocean View



Neeraj Khattri

Mangalayatan University
neeraj.khattri@mangalayatan.edu.in

Motivation behind the use of Social Networking Sites among Youth in India.

Christine Singer

University of London
christine_singer@soas.ac.uk

Representations of youth in South African screen media: The Soul Buddyz television programme

Giuditta Toniolo

University of KwaZulu Natal,
Toniolo@ukzn.ac.za

The place of genre in a new South African cinema

SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: MTB-C2

**Nation State/Locality/
Political Communication**

Chair: **Isaac Mguni**

University of the Witwatersrand
South Africa

0618124n@students.wits.ac.za

Respondent: **Julio Juarez Gamiz**

juliojuarezgamiz@yahoo.com

Aneesa Hoosen

Wits University
aneestar@gmail.com

**"The World See's Our shame":
Representations of the World Cup in
The Star and The Times UK**

Mabogoshi Sylvia Matlala

University of the Witwatersrand
mabogoshi.matlala@students.wits.ac.za

**'The days of our mornings':
Reconceptualising the 5FM Morning
Show as popular public sphere**

Carole Phiri Chibbonta

University of Zambia
carole.chibbonta@unza.zm

**Citizen Journalism's influence on
Zambia's 2011 election results**

Basil Nchimunya Hamusokwe

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Political Advertising: A Challenge to Democracy

Michael Dick

University of Toronto
michaelh.dick@utoronto.ca

Elizabeth Godo

Independent Researcher
elizabeth.godo@gmail.com

Online Video and E-Communities: The Present and Future of a Web-based Approach to Canadian Identity

SESSION SEVEN

Wednesday, July 18

09:00 - 10:30

Room: MTB-C2

Youth and Media (II)

Chair: **Christine Singer**

University of London
christine_singer@soas.ac.uk

Respondent: **Jo Pierson**

Free University of Brussels

Jo.Pierson@vub.ac.be

Sheena Johnson-Brown

University of Technology, Jamaica
sheena.johnsonbrown@yahoo.com

**Students, thinking about their learning?
The experience of using blogs as a
reflective tool by communications arts
and technology students in Jamaica**

Tamsin van Tonder

University of Johannesburg

**Beyond the Digital Divide: South
African youth and the virtual sphere**

Rene Alicia Smith

Durban University of Technology
rene@renealicia.com

**Media Consumption and Lifestyles
Amongst Youths Living in Peri-urban
and Urban Sites in South Africa**

Zvenyika Eckson Mugari

University of Witwatersrand
zmugari@yahoo.co.uk

**Conversation between Past/Present
amidst interjections from "an
Inconvenient Youth": A Postcolonial
reading of the Julius Malema story in
the media**

SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: MTB-C2

Business Meeting

SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: MTB-C2

**ESN Special Panel on Careers and
Scholarly Lifecycle with Sandra
Braman**

SESSION TEN

Thursday, July 19

09:00 - 10:30

Room: MTB-C2

Gender, Minorities and Social Change

Chair: **Christine Singer**

University of London

christine_singer@soas.ac.uk

Respondent: **Marjan de Bruin-Maxwell**

University of the West Indies at

Mona, Jamaica

marjan.debruin@uwimona.edu.jm

Christine Nesbitt Hills

Emerging independent scholar
christine@mediapix.za.net

**Documentary Photography as a Tool
of Social Change: Exploring the
middle ground**

Alexandra Parker

University of the Witwatersrand,
alexandramaryparker@gmail.com

**The Masculine City: Johannesburg and
mobility represented in film**

Cheryll Ruth Reyes Soriano

National University of Singapore
cheryllsoriano@nus.edu.sg

**The dialectics of minority online
political mobilisation: Online
mediations of ethnic, religious, and
sexual minorities in the Philippines**

EMERGING SCHOLARS NETWORK ... continued

SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: MTB-C2

**Getting the Message Out:
Advertising/branding and Crisis
Communication**

Chair: **Ana Duarte Melo**

Universidade do Minho,
anamelo@ics.uminho.pt

Respondent: **Miguel Vicente**

University of Valladolid, Spain
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Sylvia Blake

sylviamayblake@gmail.com

Jeremy Shtern

University of Ottawa

jshtern@uottawa.ca

**The Interactor Commodity: user
perspectives on use of their labour in
social media advertising**

Lienkie Du Plessis

, University of South Africa

dplesl1@unisa.ac.za

**The use of social media for
organizational crisis communication:
a theoretical framework**

Adolphine Lukusa

NMMU

adolphine_cama@yahoo.fr

South -North Conversations.

**Translated Messages in Corporate
Advertising: An Assessment of their
Role and Impact on Selected
Multinational Multi-brand
Organisations' Images**

Omar Alghazzi

University of Pennsylvania

oalghazzi@asc.upenn.edu

**Geographies of Sound: The Flow and
Entrapment of the Syrian
Jazeera Music**

SESSION TWELVE

Thursday, July 19

11:00 - 12:30

Room: SH 11

Journalism, Media, and Media Policies

Chair: **Olawale Oni**

Osun State University

olawaleoni@gmail.com

Respondent: **Ibrahim Saleh**

University of Cape Town

jre09is@hotmail.co.za

Birgit Kreykenbohm

University of Aruba

kreykenbohm@gmail.com

**News reporting on the Kingdom of the
Netherlands: Framing changing
relations in the Aruban, Curaçaoan
and Dutch press, 2005-2011**

Taryn Jade Isaacs

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**The regionalization of the
South African Tabloid**

Simon Thibault

Universite Laval and Universite Sorbonne

Nouvelle (Paris III)

simon.thibault@gmail.com

**'Incendiary Media' in Bosnia-
Herzegovina and Kosovo: a new look
on the debate regarding the regulation
of the press in fragile states**

Isaack Themba Mngni

University of the Witwatersrand

South Africa

0618124n@students.wits.ac.za

**The Making of Media Policy in South
Africa Prior and Post Independence :
A Critical Analysis of Information Bill**

Elastus J Mambwe

University of Zambia

elastus@gmail.com

**Investigating the Use and Impact of
Social Media in Zambian Newsrooms**

ENVIRONMENT, SCIENCE AND RISK COMMUNICATION

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: MTB 104

Climate Change, Summits and Media

Chair: **Anders Hansen**

University of Leicester

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Bienvenido Leon

University of Navarra

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The images of science. A content analysis of the coverage of climate change in the Spanish press, during the summits of Copenhagen and Durban

Miguel Vicente-Mariño

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Juan Carlos Águila-Coghlan

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José Luis Puñuel-Raigada

Universidad Complutense de Madrid

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Comparing the Spanish TV Coverage of Climate Change CoP: From Cancun to Durban

Juan Carlos Águila-Coghlan

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Gemma Teso Alonso

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José Luis Puñuel-Raigada

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Analyzing Different Discourses about Climate Change between TV Journalists and Youth in Spain

Ibrahim Saleh

University of Cape Town

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Fatal Attraction Between Poverty and Climate Change: More Than A Billion Lives in the Balance

Arul Aram

Anna University

arularam@yahoo.com

A Qualitative Study on Climate Communication in India

SESSION TWO

Monday, July 16

16:00 - 17:30

Room: MTB 104

Mediated and Public Environmental Discourses

Chair: **Pieter Maesele**

University of Antwerp

pieter.maesele@gmail.com

Pat Breerton

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Dublin City University

Eco-cinema, Sustainability and Africa: A reading of Out of Africa (1985), The Constant Gardiner (2005) and District 9 (2010)

Sangita Shrestha

University of Surrey

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Constructions of the Environment in Nepal: Environmental Discourses in the Media and Everyday Lives

Cindy T. Christen

Colorado State University

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Opinion Polarization: The asymmetric effects of hostile media perceptions on opinions regarding environmental policies

Emmanuel Prem Kant Das

Institute of Agriculture, Technology and

Sciences Allahabad

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Mass Media Exposure and Environmental Awareness among Rural Community

Matthew Jonathan Hibberd

University of Stirling

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Young People and Climate Change: An Indian Study

Alka Tomar

University of Stirling

alka@cms.org

SESSION THREE

Tuesday, July 17

09:00 - 10:30

Room: MTB 104

The Social Production of Environmental News

Chair: **Anders Hansen**

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Pieter Maesele

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Yves Pepermans

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Daniëlle Raeijmaekers

University of Antwerp

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Climate change, social debate and political (in)action: the principle of cumulative inequality and competing journalistic approaches

Tigere Chagutah

North-West University

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Environmental news: Unmasking the poor cousin of beat reporting in the African press

Rowan Howard-Williams

University of Pennsylvania

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Reflex Actions: Risk Society, Public Campaigning and the Keystone XL Pipeline

Irene Pollach

Aarhus University

irpo@asb.dk

Corporate Environmentalism: The Evolution of Corporate Environmental and Social Reporting

ENVIRONMENT, SCIENCE AND RISK COMMUNICATION ... continued

SESSION FOUR

Tuesday, July 17

14:00 - 15:30

Room: MTB 104

Environmental Communication and Climate Justice

Chair: **Pieter Maesele**

University of Antwerp

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Gabriele Hadl

Kwansei Gakuin University

mediactivejp@gmail.com

Science under threat - Climate Change Denialism, Climate Justice and Communication

Tanja Dreher

University of Wollongong

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Michelle Voyer

University of Technology, Sydney

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Pacific Calling Partnership - Listening for Media Justice?

Jill Johannessen

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Climate justice: An essential mediated dialog between the North and the South

Usha Sundar Harris

Macquarie University

usha.harris@mq.edu.au

Karen McNamara

University of the South Pacific

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Using a human rights approach to understand impacts of climate change on heritage and culture in the Pacific and the role of participatory media in adaptation responses

SESSION FIVE

Tuesday, July 17

16:00 - 17:30

Room: MTB 104

Communicating Disasters and Environmental Problems

Chair: **Anders Hansen**

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Mariam Sheikh

Florida state University

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The media and skepticism of climate-change science: A comparative study of approaches by environmental journalists in the United States and Pakistan covering extreme weather events The media and skepticism of climate-change science: A comparative study

Shu-Chu Sarrina Li

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Lin-Mei Stella Huang

Shih Hsin University

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The Use of Fear Appeals in Taiwan's Global Warming News: Using the Quantitative and Qualitative Approaches to Analyze its Effects

Kyu Dong Lee

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Kyung Rag Lee

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Sigi Lee

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Differences of Media Coverage Patterns on a Natural Disaster between Korea and Japan: A Comparative study on the Japanese Earthquake and Tsunami between Korean newspapers and Japanese newspapers

Miki Kawabata

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Environmental Disaster and Anxiety: The role of media communication during the crisis of the Tohoku Earthquake and Tsunami in Japan

Arul Aram

Anna University

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Media fallout in Tamil Nadu after Fukushima disaster

SESSION SIX

Wednesday, July 18

09:00 - 10:30

Room: MTB 104

Media and Science

Chair: **Anders Hansen**

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Isaltina Maria de Azevedo Mello Gomes

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Anthrax and panic: a spectacle created by the media

Wanning Sun

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Risk Management, Self-Making, and Lifestyle Television: Examples from the People's Republic of China

Maria T. Soto-Sanfiel

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Science and media. Exploring the attitudes of of Audiovisual Communication professionals to Science, Scientists and Popular science

Corinna Lüthje

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Field specific mediatization: changing media and science communication

SESSION SEVEN

Wednesday, July 18

14:00 - 15:30

Room: MTB 104

Business Meeting

Chair: **Anders Hansen**

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Chair: **Pieter Maesele**

University of Antwerp

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SESSION EIGHT

Wednesday, July 18

16:00 - 17:30

Room: MTB 104

Science and Public Understanding/Engagement

Chair: **Pieter Maesele**

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Chienyi Hsiang

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Public Perceptions Toward Science In China

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Andrew Yee

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Regina Koh

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Jeremy Sng

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Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes

Chao-Ping Hong

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Dublin City University

A Power and Knowledge Divide in Disguise? Comparative case study of Public Engagement in Clean Technology Clusters

Juliana Miura

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José Azevedo

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azevedo@letras.up.pt

The Challenges to Building a Science 2.0

ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION

SESSION ONE

Monday, July 16

16:00-17:30

Room: MTB-C6

Ethic of Communication around the world I

Chair: **Maria T. Nicolas**

Ben-Hur Demeneck

Instituto Blumenauense de Ensino Superior

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The academic interest in Brazil of constructing a journalistic objectivity concept in a critical realism basis: challenges of a key value within a (anti)democratic press tradition

Chen Ni

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A Comparative Study of Public Relations Ethics: China vs. US

Sandra Pitcher

University of KwaZulu-Natal, South Africa

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Re-evaluating Social Networks and the Ethics of Privacy: An African Perspective

Maria Teresa Nicolas

Universidad Panamericana, México

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Drug trafficking in the media. Ethical aspects of conflict coverage of drug trafficking in Mexico

SESSION TWO

Tuesday, July 17

14:00-15:30

Room: MTB-C6

Ethic of Communication around the world II

Chair: **Maria T. Nicolas**

Maria Madalena Oliveira

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Fernando Oliveira Paulino

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ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION ... continued

Joaquim Fidalgo

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News ombudsmen besides the North-South boundary: the Portuguese and the Brazilian experience

Bibi Ayesha Mall

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Legacy Media and social media nexus: Ethical considerations for South African newsrooms

Paula Marla Jullian

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The same news event around the world: what remains, what differs.

Yoonwhan Miles" Cho"

Hankuk University of Foreign Studies
Korea, Republic
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Disregarding South-North Cultural Differences: A Content Analysis

of Unifying Cultural Imperative for Teenagers from Mobile Industry

SESSION THREE

Thursday, July 19

9:00-10:30

Room: MTB-C6

Chair: **Maria T. Nicolas**

The global word and the global communication. Ethics for all.

Rod Carveth

Central Connecticut State University, USA
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Facebook and Ethics Challenges to internal ombuds: some lessons learnt from the WikiLeaks experience

Johannes D. Froneman

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Cornia Pretorius

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The role of global elite media in interfaith dialog

Scott Neal Timcke

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Communication Studies, Justice and Dialectics

Estelle de Beer|Benita Steyn

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Conceptualising strategic communication management in the context of sustainability and governance

SESSION FOUR

Thursday, July 19

9:00-10:30

Room: MTB-C5

ETHICS BUSINESS MEETING

GENDER AND COMMUNICATION

SESSION ONE

Monday, July 16

11:00 -12:30

Room: SH10

Gender and Media Representation

Chair: **Janelle Leigh Vermaak**

Hsiu-hui Sun

National Chengchi University, Taiwan

I-fen Chen

National Chengchi University, Taiwan

A Pictorial Semiotic Analysis of The Women in Taiwan 1968-1978

Jin Young Chung

SungKyunKwan University, South Korea

Has the Status of Women Improved on TV drama like Reality?

Mehita Iqani

University of the Witwatersrand
South Africa

Model citizen or contested consumer? Media representations of the lifestyle and consumption of Winnie Mandela in early post-apartheid

Wanjiru Mbure

Stonehill College, Kenya

Weighted Views: An audience analysis of the reality show Slim Possible

Carolina Spataro

Universidad de Buenos Aires, Argentina

Esas canciones son para todas: procesos de generización en el consumo de música romántica"

SESSION TWO

Monday, July 16

14:00 -15:30

Room: SH10

Gender, Communication and Global Power

Chair: **Aimée Vega Montiel**

Presentation by

Professor Raewyn Connell

University of Sydney, Australia

Commentary:

Andrea Press

University of Virginia, United States

SESSION THREE

Monday, July 16

16:00 -17:30

Room: SH10

Gender and Theory

Chair: **Andrea Press**

Marcus Assis Lima

Universidade Estadual do Sudoeste da Bahia, Brazil

Sociologies of voice: an empirical attempt on self-narratives and diversity in a brazilian newsmagazine

Victoria Pereyra

University of Warwick, United Kingdom

What makes their lives grievable? Incarcerated women and printed news in Argentina (2001-2011)

Jeanne Prinsloo

Rhodes University and University of KwaZulu-Natal, South Africa

Reviewing research: the sexualisation of girls

Wei Bu

Chinese Academy of Social Sciences, China

Rethinking Feminist Theories Input and Local Knowledge Production

SESSION FOUR

Tuesday, July 17

9:00 -10:30

Room: SH10

Media and Social Change

Chair: **Amalia Beatriz Gómez**

Slavka Antonova

University of North Dakota, United States

Gender and multistakeholderism: Women's rights in global Internet governance debate

Claudia Padovani

University of Padova, Italy

Elena Pavan

University of Padova, Italy

The power of norms. The challenge of structuring social change through supra-national Gender-oriented Communication Governance

Venus Upadhayaya

Sri Aurobindo Institute of Research in Social Sciences, India

Gramam Pudiya Udayam: A grassroots newspaper project bridging caste and gender divides in a rural Indian community.

Fatoumata Sow

University of Oregon, United States

Women's Community Radio in Africa: Broadcasting the Voiceless

SESSION FIVE

Tuesday, July 17

14:00 -15:30

Room: SH10

Gender, Culture and ICTs - Part 1

Chair: **Caroline Tagny**

Janet D. Kwami

Furman University, United States

Gender, Marginality and ICTs in the Global South: Ghanaian Market Women and Digital Tools

Milagros Rivera

National University of Singapore, Singapore

T.T. Sreekumar

National University of Singapore, Singapore

New Media, Gender and Leisure: Soft forms of subversion through the use of new media in Bangladesh

Anne Fairchild Peacock

University of Essex, United Kingdom

Empowering Women through ICT4D projects: Lessons Learned from a Digital Inclusion Initiative in Jalisco, Mexico

Xiao Han

University of Westminster, United Kingdom

Women's Cyber-Empowerment in Mainland China: Characteristics, Potentialities and Constraints

Fie Velghe

Tilburg University, Netherlands

I wanna go in the phone. Informal learning practices and illiteracy: the mobile phone as an empowering learning tool for literacy in a South African township.

SESSION SIX

Tuesday, July 17

16:00 -17:30

Room: SH10

Gender, Culture and ICTs - Part 2

Chair: **Anne Fairchild Peacock**

Eno Akpabio

University of Dar es Salaam, Tanzania

Using new media to further the goals of gender equality: A case study of a Southern African NGO Gender Links

Shubhda Arora

Mudra Institute of Communications

Ahmedabad, India

Virtual Gender Identity: A study of self exploration among Indian Adolescents

Dominique Harriaon

Howard University, United States

But Cya?!: A case study of Jamaica's E-Powering Jamaica's National ICT Strategic Plan, 2007-2012 and gender-sensitive initiatives

Caroline Tagny

University of the Witwatersrand South Africa

Women's and feminist movements advocacy in a Web 2.0 context: the promotion of gender equality through technology

Abigail See

Nanyang Technological University, Singapore

Rebecca Cheang

Nanyang Technological University, Singapore

Siew Luan Goh

Nanyang Technological University, Singapore

Xiao Xuan Ng

Nanyang Technological University, Singapore

GENDER AND COMMUNICATION ... continued

Chloris Jiang

Nanyang Technological
University, Singapore

Arul Indrasen Chib

Nanyang Technological
University, Singapore

**The role of ICTs in the lives of foreign
wives in Singapore**

SESSION SEVEN

Wednesday, July 18

9:00 -10:30

Room: SH10

Business Meeting

Chair: **Aimée Vega Montiel**

SESSION EIGHT

Wednesday, July 18

14:00 -15:30

Room: SH10

Gender and Visual Representation - Part 1

Chair: **Irene Dorothy Awino**

Ana Carolina Escosteguy

Catholic University of Rio Grande do
Sul, Brazil

Cristiane Freitas Gutfreind

PUCRS, Brazil

**Heroines: Biographical Stories within
Brazilian Media and Cinema**

Einat Lachover

Sapir College, Israel

**Influential Women: Feminist Discourse
In Women's Business Magazines. The
Case Of Israel**

Qi Ling

The Chinese University of Hong Kong
Hong Kong

**Construction of female sexual
subjectivity in transnational women
magazine - A case study on
Cosmopolitan China from 1999-2011**

Shanthini Sarah

Manonmaniam Sundaranara
University, India

**A critical study on representation of
third gender in contemporary Tamil
cinema**

SESSION NINE

Wednesday, July 18

16:00 -17:30

Room: SH10

Gender and Visual Representation - Part 2

Chair: **Ana Carolina Escosteguy**

Ann M. Savage

Butler University, United States

**Falling Short: An Analysis of U.S
Television Representations of Gays
and Lesbians**

Janelle Leigh Vermaak

Nelson Mandela Metropolitan University
South Africa

**Representations of Misandry in
Antichrist and The Wicker Man: An
Exploration of Narrative Devices and
Gender Discourses**

Leandra Koenig-Visagie

University of South Africa, South Africa

**Gendered representations of family in
contemporary church imagery:
religious beliefs and representational
practice in dialogue**

Sara Mourad

University of Pennsylvania, United States

**Egypt Nude Blogger: Sexuality
Citizenship, and the Arab Body Politic**

SESSION TEN

Thursday, July 19

9:00 -10:30

Room: SH10

Gender, Human Rights and Media

Chair: **Ann M. Savage**

Akina Mikami

The University of Melbourne, Australia

Vipul Khosla

ABC International Development, Australia

Amelia Shaw

ABC-NBC Media for Development Initiative
Project, Papua New Guinea

Klara Debeljak

InterMedia, United Kingdom

**Combating gender-based violence
through C4D: "Use Your Voice"
campaign and its implications on
audience-citizens in Papua New
Guinea**

Carolina Justo von Lurzer

Universidad de Buenos Aires, Argentina

**Sexualidades en foco:
representaciones sobre la prostitución
en la televisión argentina.**

Carol Azungi Dralega

Western Norway Research

Institute, Norway

**Communicating International Law at
the grassroots: Dividends and
challenges of a gendered media
strategy in Uganda**

Margaretha Geertsema-Sligh

Butler University, United States

**The Kindergarten and the Harem:
Media, Politics and Polygamy in
South Africa**

Aimée Vega Montiel

Universidad Nacional Autónoma de
México, Mexico

**Women and Leadership Positions in
the Media Structure: Facing the Gender
Inequality**

SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: SH10

Gender and North/South Discourses

Chair: **Margaretha Geertsema-Sligh**

Thembi Mutch

University of London, United Kingdom

**Underneath our burkhas we wear
thongs: Zanzibar Muslim Women,
identity, change and the Media.**

Isheunesu Magwaza

Nelson Mandela Metropolitan University
South Africa

**Investigation into the Role and Tactics
of a Pressure Group (Musasa Project
Zimbabwe)**

Saumya Pant

Mudra Institute of Communications
Ahmedabad, India

Narratives of Resistance: Doing Feminist Research in India

Amalia Beatriz Gómez

Universitat Autònoma de Barcelona, Spain

María Victoria Gómez

Universidad de Montevideo, Uruguay

María Josefina Gatica

Independent researcher, Mexico

Northern discourses on Female Genital Mutilation: Spanish health care professionals and mainstream media interpreting a southern women issue.

SESSION TWELVE

Thursday, July 19

16:00 - 17:30

Room: SH 11

Panel 11. Gender, News and Newsmakers

Chair: **María Josefina Gatica**

Ranu Tomar

Almuni Centre for Jawahar Lal Nehru
Studies, India

Status of Women Journalist in Hindi Print Media in India

Nkem T Fab-Ukozor

Imo State University Owerri, Nigeria

Gender and communication rights in nigeria: implications for journalistic practice

Claudia Ivette Pedraza Bucio

Universidad Nacional Autónoma de México

De la redacción a la cancha: reflexiones sobre el acceso y participación de las mujeres en el periodismo deportivo.

Irene Dorothy Awino

Nation Media Group, Kenya

Can women editors please stand up! Female journalists in a male dominated industry

Nainan Wen

Nanyang Technological

University Singapore

Cherian George

Nanyang Technological

University Singapore

Xiaoming Hao

Nanyang Technological

University Singapore

SingaporeGender and Political Communication: News Consumption, Sense of Civic Duty, Political Knowledge and Efficacy

POSTERS:**Gladys Ortiz Henderson**

Universidad Autónoma Metropolitana
México, Mexico

Gabriel Zaldívar

Tecnológico de Monterrey, Campus Estado
de México, México

“¡La televisión sí discrimina!” Las y los jóvenes mexicanos y sus representaciones sociales sobre la discriminación de género en los medios de comunicación

Anneke Denobili

University of the Free State, South Africa

Dalm Mulder

University of the Free State, South Africa

The impact of LSM categories on packaging preference

Norsiah Abdul Hamid

Universiti Utara Malaysia, Malaysia

Empowerment of women and girls through social media

Xiana Gomez-Diaz

Autonomous University of Barcelona, Spain

Nuria Garcia-Munoz

Universitat Automoma de Barcelona
Edifici, Spain

Emili Prado

Universitat Automoma de Barcelona
Edifici, Spain

Gender in culture magazines: the case of news speakers

GLOBAL MEDIA POLICY

SPECIAL SESSION

Monday, July 16

16:00-17:30

Room: SH 1

This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and

policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in one word to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: MTB C-7

Competing and emerging practices in multi-level media policy: challenges and future trends

Chair: **Marc Raboy**

McGill University, Canada

marc.raboy@mcgill.ca

GLOBAL MEDIA POLICY ... continued

Discussant: **Arne Hintz**
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Martín Becerra

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Ana Bizberge

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Digital Terrestrial Television in Argentina: between regional geopolitics and state initiative

Gerard Goggin

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Fiona Martin

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Tim Dwyer

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South of the West: Mobile Internet and New Modes of Governance

Daeho Kim

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In-Hee Kim

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Digital TV Transition in the perspective of Public Private Partnership

Can Bilgili

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Deniz Sezgin

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Does Social Media Influence the Authority of Global Media Industry over Regional Markets? North-South conversations around Global Media Policy: normative standards, strategies and narratives

SESSION TWO

Tuesday, July 17

9:00-10:30

Room: MTB C-7

Chair: **Arne Hintz**

McGill University, Canada

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Discussant: **Claudia Padovani**

University of Padova, Italy

claudia.padovani@unipd.it

South-North Conversations around Global Media Policy, Normative Standards, Strategies and Narratives

Katharine Sarikakis

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Communication

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Sarah Anne Ganter

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The policy transfer approach and its place in Media Governance studies

Julie Reid

Department of Communication Science
University of South Africa

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The battle for freedom of speech and an ethical press goes beyond the question of strengthening press regulation

Heita Mashilo Boloka

Department of Communications, Republic
of South Africa

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Soft diplomacy as the driving force of world politics

Sibongile Sindane

Department of Communication Science at
the University of South Africa

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Renegotiating media freedom: A critical assessment of the ANC's media policy towards the press in post- independent South Africa

SESSION THREE

Tuesday, July 17

16.00-17.30

Room: MTB C-7

Mapping Global Media Policy: future scenarios

Chair: **Marc Raboy**

McGill University, Canada

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**This session brings together IAMCR
members who have been active
contributors to the Mapping Global
Media Policy project over the past
years. This research and policy-
oriented project has produced a digital
platform, including a database and
data visualization options, which has
proven useful to research explorations,
as well as teaching activities around
media policy and communication
governance. Reference to thematic
sections in the platform and to the
lessons learned will serve as a basis
to discuss future developments in
order to fully harness to potential of
this open access resource for the use
of all IAMCR interested members.**

Arne Hintz

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SESSION FOUR

Thursday, July 19

9:00 - 10:30

Room: MTB C-7

**Strategic planning session
jointly organized with: IAMCR Task
Force Communication Policy
& Technology section Law section**

Chair: **Claudia Padovani**

University of Padova, Italy
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Vice-chair: **Arne Hintz**

McGill University, Canada
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The goal of this session is to provide a space for discussion for IAMCR sections, groups and individuals, on the role and activities of IAMCR as a scholarly community (also) engaged in policy debates. Many IAMCR members have been over the past years active in different policy-relevant international spaces, from UNESCO to IGF and CSDT; while the IAMCR has taken position on several occasions. Looking ahead to 2015, with a number of communication-related events coming up - from WSIS+10 to MDG to Beijing+20 - we invite those who would like to brainstorm and discuss ideas, to join this session with a focus on

how the association could take advantage of opportunities for policy intervention, in view of strengthening its capacity to orientate debates as well as connecting such global discussions to local practices. Elections for a second vice-chair of the WG will be held at the end of this meeting.

HISTORY

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: SH 15

**Tabloids and tabloidization across
media history**

Chair: **Carlos Barrera**

University of Navarra, Spain

Jürgen Wilke

Johannes Gutenberg Universität

Mainz, Germany

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**A Leap into Modernity. The BZ am
Mittag as the first German tabloid
(1904-1943)**

Melanie Leidecker

Johannes Gutenberg Universität

Mainz, Germany

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**The evolution of the lead story in
German newspapers as an example
of formal tabloidization**

Jan Cebe

Charles University Prague, Czech Republic

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**Brief history of the tabloid press in the
Czech Republic - From contempt
to adoration**

Svennik Hoyer

University of Oslo, Norway

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Hedda Nossen

University of Oslo, Norway

hedda.nossen@ibv.no

**Traces of a metamorphosis in
print journalism**

SESSION TWO

Tuesday, July 17

9:00 - 10:30

Room: SH 15

**Historical research on foreign
correspondents**

Chair: **Jürgen Wilke**

Johannes Gutenberg Universität

Mainz, Germany

Thomas Birkner

University of Münster, Germany

thomas.birkner@uni-muenster.de

**German chancellor Helmut Schmidt
and foreign correspondents - a
special relationship**

Christopher David Tulloch

Pompeu Fabra University Barcelona, Spain

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Marcel Mauri

Pompeu Fabra University Barcelona, Spain

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Tobias Reckling

University of Portsmouth, UK

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**Foreign Correspondents Coverage of
the Spanish Transition to Democracy**

Lotta Lounasmeri

University of Helsinki, Finland

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**Through rosy or bluewhite glasses?
Decades of news about Soviet Union
in the Finnish press**

SESSION THREE

Tuesday, July 17

16:00 - 17:30

Room: SH 15

Methodological approaches to media history

Chair: **Thomas Birkner**

University of Münster, Germany

Halliki Harro-Loit

University of Tartu, Estonia

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Diachronic perspective of journalistic culture: methodology and sources

Carlos Barrera

University of Navarra, Spain

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Antonio Herrero and the reasons of his unfinished autobiography

Marcel Mauri

Ruth Rodríguez-Martínez

Jaume Guillamet

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jaume.guillamet@upf.edu

Historical research of press in no official language: the case of Catalonia

Viktor Chagas

Fluminense Federal University

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Extra! Extra! Historical institutionalization and political economy of the newsstands at Rio de Janeiro, Brazil

SESSION FOUR

Wednesday, July 18

9:00 - 10:30

Room: SH 15

Media and empire: historical perspectives (I)

Chair: **Carlos Barrera**

University of Navarra, Spain

Nelson Costa Ribeiro

Catholic University of Portugal

nelson.ribeiro@ucp.pt

Transborder Broadcasts during the Portuguese Colonial War: the Role of Transmissions from Romania and Algeria, 1961-1974

Peter Putnis

University of Canberra, Australia

Peter.Putnis@canberra.edu.au

Reuters, the Australian Associated Press, and the idea of a British Commonwealth news agency in the aftermath of World War 2

Ah-reum Kim

University of Tokyo, Japan

ahreumit@gmail.com

Formation of Intellectual Community around The Thought Magazine and its Role in Rebuilding South Korea in the 1950s

SESSION FIVE

Wednesday, July 18

14:00 - 15:30

Room: SH 15

BUSINESS MEETING

Chair: **Carlos Barrera**

History Section Chair

SESSION SIX

Wednesday, July 18

16:00 - 17:30

Room: SH 15

Media and empire: historical perspectives (II)

Chair: **Peter Putnis**

University of Canberra, Australia

Donal Patrick McCracken

University of KwaZulu-Natal, Durban

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Wild Geese reporters or British imperial running dogs: Irish journalists in Victorian South Africa

Ruth Elizabeth Teer-Tomaselli

University of KwaZulu-Natal, Durban

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A rippled image: South African Public Radio viewed through the lens of Language, Race and Money.

Kate Zambon

University of Pennsylvania, USA

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Shifting privilege: The transcontinental struggle for representation of race and power during Holocaust and the rise of Apartheid

Hina Ayaz

Albert-Ludwigs University

Freiberg, Germany

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Historical research on foreigner and Pakistani correspondents reporting from tribal or northern parts of Pakistan

SESSION SEVEN

Thursday, July 19

9:00 - 10:30

Room: SH 15

The role of international media in historical events and processes

Chair: **Nelson Costa Ribeiro**

Catholic University of Portugal

Gideon Kouts

Université Paris 8, France

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Fashion, Zionism and imagined Jewish culture in the thought of Nahum Sokolow

Jaume Guillamet

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Ruth Rodríguez-Martínez

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Francesc Salgado

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The role of the international press in the Spanish transition to democracy

Chris Paterson

University of Leeds
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Vanessa Malila

University of Rhodes, South Africa
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The South African government and the international media: the case of UPITN

Birgit Kreykenbohm

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Eduard Dresscher

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dresscher@gmail.com

Representation of Aruba's Status Aparte. The portrayal of (post-colonial) relations in the Kingdom of the Netherlands in the Aruban press, 1954-2011

Thursday, July 19

11:00 - 12:30

Room: SH 15

Media changes in Asia and Africa

Chair: **Carlos Barrera**

University of Navarra, Spain

Bixiao He

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Zhuang Xiong

City University of Kong Kong
twobears2001@gmail.com

Paradigms Shifts under Radical Political Change: The process of remolding two private newspapers in Shanghai China (1949-1952)

Wai Han Lo

Hong Kong Baptist University, Hong Kong
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The Development of Investigative Reporting in Hong Kong

Lihyun Lin

National Taiwan University, Taiwan
lihyunlin@gmail.com

Cheng-ling Hung

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Toward a Conceptual History of Public Television in Taiwan

Victor Ayedun-Aluma

University of Lagos, Nigeria
victor.ayedunaluma@gmail.com

Ganiyat Oluwabukola Adenle

Lagos State University, Nigeria
ganiya2@yahoo.com

Being "international": a critique of contemporary philosophies and practices of Yoruba language journalism in Nigeria

INTERNATIONAL COMMUNICATION

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH 12

PANEL: Academic Journals and Knowledge Production: South-North Conversations Between Editors

Chair: **Herman Wasserman**

Rhodes University, South Africa
h.wasserman@ru.ac.za

Discussant: **Herman Wasserman**

Rhodes University, South Africa
h.wasserman@ru.ac.za

Ian Richards

University of South Australia, Australia
ian.richards@unisa.edu.au

Journal Editing and Contextual Influences: Views From Editors Around the World

Barbie Zelizer

University of Pennsylvania, USA
bzelizer@asc.upenn.edu

Is a Global Field of Authors Possible?

Keyan Tomaselli

University of Kwazulu-Natal, South Africa
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Scholarly Publishing - South-North Issues

Daya Thussu

University of Westminster, UK
d.k.thussu@westminster.ac.uk

The Role of Academic Journals in Internationalizing Media Studies

Pieter Fourie

University of South Africa, South Africa
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Viola Milton

University of South Africa, South Africa
miltovc@unisa.ac.za

Peer Review Research Journals in the Age of Social Media: Some Views of Young South African Academics

INTERNATIONAL COMMUNICATION ... continued

Anthea Garman

Rhodes University, South Africa
a.garman@ru.ac.za

**Peer Review and the Creation of Truly
Collegial North-South Conversations**

Monday, July 16

14:00 - 15:30

Room: SH 12

**Mobile Technology Applications and
the Web in Global Context**

Chair: **Sandhya Rao**

Texas State University, USA
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Tang Mui Joo

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Chan Eang Teng

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**Web Credibility for The Development
of An E-Government: Malaysia**

Lauren Roig

Texas Tech University, USA
lr1187@txstate.edu

Sandhya Rao

Texas Tech University, USA
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**A Silent Revolution: Glimpses of a
Cause via Twitter and New Media**

Cheryll Ruth Reyes Soriano

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Nanditha Raman

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**The Social Embeddedness of
Technology: An Analysis of Mobile
Advertisements in the Philippines**

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Debashis Aikat

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**A Paradigm Shift in Global News: The
Internet and Mobile Media Transform
Journalism in Bangladesh**

Jie Qin

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**A Comparison of the Hyperlink
Network and Identity Network of
Environmental NGOs in China**

Dong-Hee Shin

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dshin1030@gmail.com

**Exploring Cross-Cultural Value
Structure with Smartphone**

Monday, July 16

16:00 - 17:30

Room: SH 12

**Information Technologies, Media, and
International Development**

Chair: **Matt Ebonye Moge kwu**

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Matt Ebonye Moge kwu

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**Social Media and the Democratization
Process: Challenges for Sub
Saharan Africa**

Sujatha Sosal

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**Modernizing Communication in French
Madagascar: Beginnings of a
Networked Society**

Deepti Chittamuru

University of Pennsylvania, USA
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**Issues Influencing Maternal Healthcare
Behaviors In Rural India: A Needs-
Assessment Study**

Tara Susman-Peña

Independent Consultant
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**Healthy Media, Vibrant Societies: How
Strengthening the Media Can Boost
Development in Sub-Saharan Africa**

Luisa Caitlin Ryan

Internews, Democratic Republic of Congo
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**Together Liberia - Collaborative
Monitoring and Evaluating
Contributions to a Strengthened Media
Development Project**

Janet D. Kwami

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**Digital Humanitarianism and the Global
South: A Critical Discourse Analysis
of the One Laptop Per Child
(OLPC) Project**

Tuesday, July 17

9:00 - 10:30

Room: SH 12

**PANEL: Global Communication and
Chinese Perspectives: Theory,
Research and Practice**

Chair: **Tsan-Kuo Chang**

City University of Hong Kong, Hong Kong

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**Stakeholders, News Media and Social
Knowledge: Comparing Crisis
Communication in China, Hong Kong,
Taiwan, and the US**

HUANG, Yi-Hui Christine

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Culture and Chinese Research

Chin-Chuan Lee

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**The Implications of Chinese Media
Studies to Global Communication**

Limin Liang

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From “the Wolves are Coming” to “the Wolves are Incubating the Sheepfold”?
- Sociology of News in China's Quest for Soft Power

Fen Jennifer Lin

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The Moon over the Eastern Hill: The Chinese Imagination and Cultural Consumption of Tibet

Tuesday, July 17

14:00 - 15:30

Room: SH 12

Research on Contemporary Global Media Issues

Chair: **Karen Arriaza Ibarra**

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The Funding Systems of European Minority Language Media: Differences and Commonalities Crossed by Permanent Uncertainty and Current Crisis

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The Evolution of Public Broadcasters in Europe, From Public Service Media Institutions to Public Value Structure Organizations: The Analysis of Six European Countries

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Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the Kuwait, Russia, and the United States

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Art Works and Migrant Workers: A Field Experiment Examining Visual Cues to Attitude Change Towards Immigration

Jingwei Piao

University of Westminster, UK
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Financial Media and China's Global Economic Integration

Tuesday, July 17

16:00 - 17:30

Room: SH 12

International Broadcast News Research: Disasters, Divisions, Conflicts and Integrations

Chair: **Seon Gi Baek**

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Differences of Media Coverage on the Japanese Earthquake and Tsunami Among Korea, Japan and China: A Comparative Study on Contents and Formats of Their Coverage Among TV News Coverage of Korea, Japan and China

Stijn Joye

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Domesticating Global Suffering. A Critical Discourse Analysis of Television News Reporting on Distant Suffering

Marcus Assis Lima

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Dannilo Duarte Oliveira

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Portraits of Crisis: The Addressing Mode In Brazilian Television Journalism on European Crisis

Johannes von Engelhardt

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INTERNATIONAL COMMUNICATION ... continued

Julia Hoffmann

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**Proximate and Distant Suffering:
A Comparative Content Analysis of the
Coverage of the 2011 Horn of Africa
Crisis in Western and East
African Media**

Sweta Singh

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**Coverage of International Conflicts by
Television Channels in India**

Mohammed Musa

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**BBC World Service and Counter
Hegemonic Practices in Africa**

Wednesday, July 18

09:00 - 10:30

Room: SH 12

**The World of News and News in
the World**

Chair: **Seon Gi Baek**

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Wanjiku Dorothy Njoroge

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**Empowering Discourse? Tracing UK
Press Coverage of an Anti-poverty
Campaign for Africa**

Leshuo Dong

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Naren Chitty

Macquarie University
Australia, naren.chitty@gmail.com

**Exploring News Frames of Diplomatic
Visits: A Comparative Study of Chinese
and American Media Treatment of Vice
President Xi Jinping's Official Tour of
the USA**

Johannes Gerstner

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Markus Beiler

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**The Work of International News Agency
Journalists in Germany**

Elijah Chiwota

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**An Inquiry into How Inter Press Service
Africa Makes Alternative News from
the Global South**

Nikhil Moro

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**Becoming Minority: How News
Coverage Has Produced and Un-
produced Minorities in South Asia**

Wednesday, July 18

14:00 - 15:30

Room: SH 12

**Nation, Culture, Politics, and Identity
in the Media**

Chair: **Seon Gi Baek**

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Onwukwe Chima Dike

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**Nollywood Movies as Derivatives of
Western Culture: Implications for
Symmetrical Communication**

Anu Masso

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**The Transition from Intercultural to
Transcultural Communication: The
Emigration Wishes of Estonian Youth**

Eric Kit-Wai Ma

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**The Compressed Modernity in
South China**

Wajiha Raza Rizvi

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**BeDevil, Colonialism and the Children
of Miscegenation**

Wednesday, July 18

16:00 - 17:30

Room: SH 12

**International Communication Section
Business Meeting**

Convenor: **Tania Cantrell Rosas-Moreno**
Loyola University, USA

Weerapong Polnigongit

Suranaree University of Technology
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**The Roles of Thai Border Radio in
Fostering the Relationship Between
Thailand and Cambodia**

Bridgette Colaco

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**Jai 'O': How Five Indian Newspapers
Covered President Barack Obama's
First Visit to Their Country in 2010**

ISLAM AND MEDIA

Monday, July 16

14:00 - 15:30

Room: MTB-C6

Social Networks and Arab Spring

Chair: **Prof. Basyouni Hamada**

Dr. Anastasia Kononova

American University of Kuwait, Kuwait

The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Charles Mitchell

American University of Kuwait, Kuwait

The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Elamira Samah Farag Saleh

Cairo University Faculty of Mass Communication, Department of Broadcasting, Egypt

Climates of Risk: An analysis of Egyptian Journalism Attitudes toward the Islamist Political Power during & after the Parliament Elections 2012

Mahmoud M. Galander

Qatar University

Al-Jazeera Coverage of the Arab Spring of Revolutions: Towards a Southern revivalism of Advocacy Journalism

Tuesday, July 17

9:00 - 10:30

Room: MTB-C6

Revolutions and Media Transformation

Chair: **Basyouni Hamada**

Prof. Basyouni Ibrahim Hamada

Cairo University, Faculty of Mass Communication, Egypt

Current and Future Trends of Journalism in Post- Egyptian Revolution

Muhammed Haron

University of Botswana, Botswana

South Africa's Muslim Community Radio Stations

Michael Meyen

University of Munich Institute for Communication Sciences and Media Research

Political newspapers in Sudan: Fig leaves or Real Alternatives to the State Media

Rachmah Ida

Department of Communication Faculty of Social and Political Sciences Airlangga University Indonesia, Indonesia

Reporting from Within: The Practice of the Indonesian Press Covering Incidents of Inter/ntra-Faith Conflicts

Tuesday, July 17

16:00 - 17:30

Room: MTB-C6

Media and the Stereotyping Image of Muslims

Chair: **Prof. Awatef Abdel Rahman**

Prof. Awatef Abdelrahman

Cairo University, Faculty of Mass Communication, Journalism Department, Egypt

The Reciprocal Media Images between Arab, Islam and the West

Prof. Ashiya Osman Abdool-Satar

University of South Africa, South Africa

Challenging Stereotypes Sensitizing the Media to Fair Depiction of Muslims

Azza Abdul-Aziz Abdullah Osman

Media Department, Sohag University, Egypt

The Factors behind the Stereotyped Image of Arab Muslim Women in Western Media: An Arab Academic Elite Perspective

Sudeshna Roy

Stephen F. Austin State University United State

You Are Not One of 'Us': A Comparative Critical Analysis of Hollywood's Representation of Redemption, Reconciliation and Repatriation of Germans and Muslims after Significant Wars

Wednesday, July 18

9:00 - 10:30

Room: MTB-C6

Media, Dialogue and Conflict Resolution

Chair: **Bushra Hameedur Rahman**

Bushra Hameedur Rahman

Institute of Communication Studies University of the Punjab, Pakistan

Pakistani media: An Agent of Conflict or Conflict Resolution- A Case of Lal Masjid

Shazia Saeed

University of the Punjab, Lahore Pakistan

Role of Religion & Media Consumption in Identity Formation Experience of Youth in Pakistan

Shazia Saeed

University of the Punjab, Lahore Pakistan

Role of Journalists in Managing Conflict between the North & South: A Case of Representing each other as "Other"

Anke Fiedler

University of Munich

Political Newspapers in Sudan. Fig leaves or Real Alternatives to the State-run Media

Wednesday, July 18

16:00 - 17:30

Room: MTB-C6

Business Meeting

Thursday, July 19

11:00 - 12:30

Room: MTB-C6

Media, Muslims and Others

Chair: **Fernando Resedde**

Fernando Resende

Fluminense Federal University (UFF), Brazil
Inventing Muslims as the other in the 19th Century Brazil

Bibi Ayesha Mall

Department of Media, Language and Communication, Durban University of Technology, Durban

South Africa Muslims and the New Media - the South African Scenario

Muhamad Zaki Mustafa

USIM-Islamic Science University of Malaysia
A Communication Analysis on University's Choice: A Study on Islamic School in Malaysia"

Zulkiple Abdul Ghani

Islamic Science University Malaysia (USIM) Malaysia

Islam and Entertainment: Al-Ghazal's Theoretical Perspectives of Baba Al-Sama's Entertainment and its Application in Television Programmes

JOURNALISM RESEARCH AND EDUCATION

Monday, July 16

11:00 - 12:30

Room: SH 5

Theme III: Professional Journalism Panel on Peace journalism discourse and practices in South Africa

Moderator and Panelist:

Nathalie Hyde-Clarke

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Peace journalism in South Africa: A theoretical discussion

Pieter Fourie

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Peace journalism as a world and life view and the practice of journalism as a semiotic act

Wadim Schreiner

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Global and local perspectives of Peace Journalism

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Kgalalelo Lebogang Morwe

William Robert Bird

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Is it the role of the media to offer alternatives to violence?

Last Moyo

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5-Structural and Symbolic Violence: Media Power, Citizenship and the State in Zimbabwe

Ylva Rodny-Gumede

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University of Johannesburg

6-Peace Journalism and the usage of online sources

Monday, July 16

11:00 - 12:30

Room: SH 17

Theme II: Innovations in Journalism New Media, Convergence and the Information Ecosystem

Chair: **Matthew Jonathan Hibberd**

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Online news: Where is the promised context?

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Vivian Hsueh-hua Chen

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Convergence in Online News Media: An Exploration of Organizational Convergence and Cross-media Production in Iranian News Websites

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Michael Scharkow

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Online Sophistication of News Websites**Claire Scott**

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White Talk: An analysis of online reader responses to the Mail & Guardian's "Whiteness" Debate.

Monday, July 16

14:00 - 15:30

Room: SH 5

Theme III: Professional Journalism Panel on Journalism & Conflict

Chair & Panelist: **Beate Josephi**

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David Robie

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The visibility of conflicts as an ethical necessity: A West Papua case study**Barbie Zelizer**

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Conflict as a Mindset for Journalists**Rune Ottosen**

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Norwegian news media as arena for support and critique of Norwegian participation in the Nato-led military engagements in Libya**Zhengrong Hu**

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Lei Zhang

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Framing or Staging the Conflicts: A Comparative Analysis of the Chinese Newspaper Coverage and the Weibo War of the 'Han vs. Fang' Debate

Monday, July 16

16:00 - 17:30

Room: SH 5

Theme III: Professional Journalism Journalism Cultures & Public Spheres

Chair: **Suruchi Mazumdar**

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Richard Shafer

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Journalists as Agents of Cultural Translation: A Case Study of Spanish Newspaper Coverage of Bans Against Traditional Head Coverings for Muslim Women**Gabriel Johannes Botma**

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Complexity between North and South: In search of a cultural approach to South African journalism**Rui Alexandre Novais**

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Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared**Shenid Bhayroo**

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Study Away: Creating Critical Consciousness in the Global South**Gideon Mumeson Tebid**

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Cultivating a wrong agenda: Tshwane NOWETO community Newspapers and crime reporting

Monday, July 16

16:00 - 17:30

Room: SH 17

Theme I: New Challenges & Emergent Perspectives Public Perception, Media and Different Groups

Chair: **Billy Sarwono**

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Kerry Philip Green

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Jolyon Sykes

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Perception versus Reality: How the vulnerable see themselves portrayed in the media**Jin Young Chung**

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The Study on Media Coverage for Foreign Worker's Crime since the Introduction of the Foreigner Employment Permit System

JOURNALISM RESEARCH AND EDUCATION ... continued

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Press Narratives on War against Terror in Sri Lanka

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Stability and Change in Public Perceptions of the Media

Tuesday, July 17

09:00 - 10:30

Room: SH 5

Theme IV: Methods for Quantifying Professional Journalism Frames, Games & Deliberation

Chair: **Kerry Philip Green**

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Three angles of viewing China's in- waiting new leader: News framing within ideology boundaries

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Arthur A Rane

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One World, Two Voices: Framing of Friendly Attacks in the Elite English Press of the United States and Pakistan

Lisa Jane Waller

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De-colonizing Indigenous affairs reporting: A new mode of information gathering and storytelling in journalism

Tsai Chiung-ching

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Analyzing the news about Taiwan's Fourth Nuclear Power Plant: What has the public been informed by the media?

Eno Akpabio

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Children and crime/abuse frame: The view from Botswana

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Vinicio Sinta

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Cuando imperan los protagonistas de la información por encima de los hechos noticiosos. Análisis del tratamiento periodístico de la mayor trama de corrupción en España

Tuesday, July 17

09:00 - 10:30

Room: SH 17

Theme I: Innovations in Journalism New Spaces, New Refuge & Different Practices

Chair: **Irene Neverla**

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Citizen Journalism as Ritual Practices: A study of PeoPo Citizen News Platform in Taiwan

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Citizen Journalism in China and Reflections on Future Journalism Education

Anette Forsberg

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Participation as mourner in journalism and social media

Mohammad Memarian

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Ebrahim Shamshiri

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Iran 2.0: Bloggers, Development of Citizen Journalism in Iran and the Prospect of Improved South-South and South-North Conversation

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Blessing Mbatha

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The use of technology towards effective tuition in open distance learning

Tuesday, July 17

14:00 - 15:30

Room: SH 5

Theme V: Generic Studies of Journalism Journalism Education: Roles & Parameters

Chair: **Lee Bernard Becker**

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Claudia Mellado

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Federico Subervi

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Mapping educational role dimensions among Chilean journalism educators

Assya Yassin El-Shokairy

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Validating British Degrees in the Arab Region: Prospects and Concerns

Rene Alicia Smith

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New Media Technologies and Journalism Training: A case study of the Durban University of Technology

Oddgeir Tveiten

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New models of journalism - investigating news media's capacity for adaptation, with a focus on education, training and learning

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Margaret Linström

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Training the foot soldiers of democracy: Journalism education for community media in central South Africa

Tuesday, July 17

14:00 - 15:30

Room: SH 17

Theme III:

Professional Journalism Broadcasting Between Present & Future

Chair: **Abiodun Salawu**

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Marcus Assis Lima

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Broadcast Discourse and Construction of Meaning: the Voice for Political News

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Miguel Vicente-Mariño

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Changing patterns in journalism production: How online worlds are forcing the TV newsrooms' adaptation

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A Globalized trend of main TV news program in the world and its international and intercultural implications: A comparative study on formats and contents of TV news program among Korea, U.S, U.K, Germany, Japan and China

Beatriz Becker

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Convergence x Diversity: rethinking the quality of TV News

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Ingrid Bachmann

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Beyond the public/commercial broadcaster dichotomy: Homogenization and melodramatization of news coverage in Chile

Tuesday July 17

16:00-17:30

Room: SH 5

Theme II

Innovations in Journalism Winners and Losers of Convergence

Chair: **Tsai Chiung-ching**

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Convergence calls: Adaptation and inconsistencies in print and online newsrooms

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Journalism in the trend toward convergence: A 15 years longitudinal study

Elizabeth Saad Correia

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Innovations in contemporary digital journalism: characteristics, practices and typology

Maria Madalena Oliveira

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Radio on the web frequency: from a sound medium to new multimedia formats

Julie Posetti

University of Canberra, Australia

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The Twitterisation of Journalism: Charting a Research Agenda for 'Social Journalism'

JOURNALISM RESEARCH AND EDUCATION ... continued

Wednesday, July 18

09:00-10:30

Room: SH 5

Theme III:

Professional Journalism: New Players & New Voices in Global Journalism

Chair: **Stephen Rendahl**
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Yiva Rodny-Gumede

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The local and the global: Challenges of teaching global journalism

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Hsu Nien-Tzu

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The pauperization phenomenon among young journalists: A case study of Taiwan

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Nainan Wen

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News Consumption as a Predictor of Young People's Political and Civic Engagement

Kristoffer Holt

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New Media, New Participants - New Ethics?

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Isabel Popal

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Exploring the 'South-North' dialectic: media practices of PNG journalists during and after media attachment in Australia

Wednesday, July 18

09:00-10:30

Room: SH 17

Theme III:

Professional Journalism Freedom, Democracy & Harsh Reality

Chair: **Paul Bjerke**
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Katrin Voltmer

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Domesticating press freedom: Journalists' interpretations of press freedom in eight new democracies

Eric Freedman

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Challenges Facing Press Freedom in the Baltics: Two Decades after Independence

Markus Beiler

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Johannes Gerstne

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Reporting from Germany: A quantitative survey of foreign correspondents on their role and their criteria for news selection

Jyotika Ramaprasad

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Pakistani Journalists: Ethics and Values

Suruchi Mazumdar

Nanyang Technological
University, Singapore

Wednesday Jul 18

14:00-15:00

Room: SH 5

JRE Business Meeting & Panel on NEW Journal Journal of Applied Journalism & Media Studies

Moderators: **Leon Barkho**
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Nico Dork

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Wednesday July 18

16:00-17:30

Room: SH 5

Theme III: Professional Journalism Language, Discourses & News Coverage

Chair: **Debao xiang**
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Nookaraju Bendukurthi

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Your Morning cuppa and the Language of Disability: A Study of usage, Metaphors and Attitudes in Telugu News Reporting

Abiodun Salawu

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Indigenous language media, language politics and democracy in Africa

Leon Barkho

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Can we rely on Discourse Analysis for a critical understanding of media texts?

Moniza Waheed

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Values and their Depiction by Journalists: Comparing the News Coverage of Political Speeches of Developed and Developing Countries

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Concentration of voice: South Africa and the African continent

Gilbert Motsaathebe

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The political role and efficacy of indigenous language media during the colonial South Africa

Thursday, July 19

09:00-10:30

Room: SH 5

Theme V:

Generic Studies of Journalism Policies, Journalistic Tools & Media Criticism

Chair: **Claudia Lago**

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The complexity of media policy instruments governing journalistic profession. A case study of Estonia

Joy Kirimi Marjawa

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Changing Perceptions' government PR in a Developing Country: A Case of Kenya's First Office of Public Communications

Annina Stoffel

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Media criticism: a powerful self-regulation tool or just a journalistic side product? Selected results from a content analysis about the situation of media journalism and media criticism in Swiss newspapers 2009 - 2010

Paul Bjerke

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Nobel Laureates: Nelson Mandela and Frederik Willem de Klerk Between East and West - Nordic media in the Second Cold War, 1980-1985

Thursday, July 19

09:00-10:30

Room: SH 17

Theme II:

Innovations in Journalism Institutionalization References & Future of Journalism in the Globalized World

Chair: **Gabriel Johannes Botma**

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News of Today? The Interplay of Past and Future References in Journalism

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Transformations in Colombian newsrooms

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Speech of Brazilian Journalists: the profile and new professional practices

Zhuang XIONG

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Defiant Institutionalization of Bounded Innovations: Investigative reporting as a reforming force in China

Ernane Correa Rabelo

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La formation professionnelle pour un "nouveau journaliste"

Thursday, July 19

11:00-12:30

Room: SH 5

Theme III:

Professional Journalism Climate Change & Journalism Domestication

Chair: **Halliki Harro-Loit**

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Jaquelyne Crystal Kwenda

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Communicating Climate Change: The Role of Political Economy in the Communication Practices, Strategies and Tactics of Environmental Non-Governmental Organizations

Matthew Jonathan Hibberd

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Audiences, Impartiality and the Climate Change Debate

Alet Janse van Rensburg

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Local journalism practices for COP17: The case of the Afrikaans media

Billy Sarwono

University of Jakarta, Indonesia
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Voicing the people Interest Within Global Perspective (A Study on REDD+ Scheme on Global Warming News in Media)

LAW

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: MTB 167

The State of the Law

Chair: **Sandra Braman**

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Amit Schejter

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Yik Chan Chin

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SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB 167

Current Challenges for Privacy, Freedom and Human Rights on the Internet co-sponsored with the Communication, Policy, & Technology section

Chair: **Jo Pierson**

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Dimitrios Tsapogas

University of Vienna, Austria

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Katharine Sarikakis

University of Vienna, Austria

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The Modernization of the European Privacy and Data Protection Policies: Social, Legal, and Technological Challenges

Adedayo Ladigbolu Abah

Washington and Lee University

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Whose Internet is it Anyway?

Anonymity and Personal Privacy Rights in Online Media

Vicky Breemen

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Joris van Hoboken

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Freedom of Expression Implications of Europe's Proposed Right to be Forgotten

Joris van Hoboken

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Search Engines and Intermediary Liability: A Comparison of Different Approaches and their Implications for the Right to Freedom of Expression

Slavka Antonova

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The Internet and the Emerging Community of Rights: Exploring the Multistakeholder Human Rights Debate at IGF

Discussant: **Bart Cammaerts**

London School of Economics

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SESSION THREE

Tuesday, July 17

9:00 - 10:30

Room: MBT 167

Challenges to Freedom of Expression

Chair: **Karen Arriazza Ibarra**

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Anasa D. Sinegal

University of North Carolina-Chapel Hill,

United States

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Stifling the Diversity of Voices: Are Business Privilege Licenses and Taxes Undue Burdens on the Homeless Press and New Media Outlets?

Yik Chan Chin

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Defenses of Freedom of Expression in Chinese Right to Reputation Lawsuits

Silvio Henrique Vieira Barbosa

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Brazilian Press and Judicial Censorship

SESSION FOUR

Tuesday, July 17

14:00 - 15:30

Room: MBT 167

The Political Economy of Media Law & Policy

Chair: **Lyombe Eko**

University of Iowa, United States

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Amit Schejter

Pennsylvania State University, United

States, & Ben Gurion University, Israel

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"A Time to Scatter Stones and a Time to Gather Them": Media and Telecommunications Ownership Trends in Israel 1984-2008

Sara Bannerman

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WIPO and African Countries in Historical Context

Nikhil Moro

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Debashis "Deb" Aikat

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Digital Rights Management and Corporate Hegemony: A Legal Analysis

SESSION FIVE

Tuesday, July 17

16:00 - 17:30

Room: MBT 167

Law-Society Interactions

Chair: **Peter Lunt**

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Peter Lunt

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Sonia Livingstone

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Media Regulators as Institutions in the Public Sphere: The Case of the UK Regulator Ofcom**Dan Arav**

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David Gurevitz

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Judicial Procedure in "State of Exception TV"**Murej Mak'Ochieng**

Multimedia University College of Kenya, Kenya
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Media Self-Regulation in Kenya: Lessons from the Work of the Complaints Commission of the Media Council of Kenya**Kaarle Nordenstreng**

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What has the Information Society Done to the Law?**SESSION SIX**

Wednesday, July 18

9:00 - 10:30

Room: MBT 167

Legal History

Chair: **Mohammed Ullah Sahid**

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ullah_sahid@yahoo.co.uk

Thomas Wiedemann

Ludwig-Maximilians University, Germany
wiedemann@fkw.lmu.de

Catholic Journalism in the Third Reich: The Case of Walter Hagemann**Fernando Oliveira Paulino**

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Pedro Henrique Ramalho Gomes

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Law and the Right to Communicate: The History of Normative Judicial Standards in Brazil**Lyombe Eko**

University of Iowa, United States
leo-eko@uiowa.edu

The Regulatory and Cultural Media History of the Arab Spring**SESSION SEVEN**

Wednesday, July 18

14:00 - 15:30

Room: MBT 167

Business Meeting

Chair: **Sandra Braman**

University of Wisconsin - Milwaukee
United States
braman@uwm.edu

SESSION EIGHT

Wednesday, July 18

16:00 - 17:30

Room: SH6

Current Challenges for Internet Policy and Infrastructure co-sponsored with Communication Policy and Technology (Session 12 for CPT)

Chair: **(being assigned by CPT)**

Discussant: **Maria Michalis**

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Dong-Hee Shin

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Network Neutrality in Korea**Sandra Braman**

University of Wisconsin-Milwaukee
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Developing Countries in the Internet Design Process**Luke J. Heemsbergen**

University of Melbourne, Australia
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"Past" Radical Transparency to Future Openness: An Empirical Critique of Past, Present and Future Governing**Fabio B. Josgrilberg**

Methodist University of Sao Paulo, Brazil
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Leandro Carrera

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Communications, Internet and Open Government: A Comparative Analysis of Municipalities in Brazil

MEDIA AND SPORT

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: MBT 200

Media, Sport and its audience

Chair: **Nathalie Hyde-Clarke**

School of Communication, University of Johannesburg, South Africa
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Elisabeth Guenther

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Universität Hohenheim
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Ruth Festl

Thorsten Quandt

Media as Sports: Let the Digital Games Begin!

Niann-Chung Tsai

Shih Hsin University, Taiwan

Yi-hsuan Chiang

Shih Hsin University, Taiwan

Hui-Hsien Chiu

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Acceptance analysis of media device of Taiwanese sport audience in the convergence era: Generation as the influence factor"

Allison Harthcock

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Mediated Soccer as the International Language for a Global Dialogue

Tatiane Hilgemberg Figueiredo

Brazilian Open University (UAB)
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Rui Novais

CECS-University of Minho/ University of Porto/ University of Liverpool
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Disability coverage: South-North depiction of the paralympic games

SESSION TWO

Monday, July 16

16:00 - 17:30

Room: MBT 200

Media and Global Sport

Chair: **Yehiel Hilik Limor**

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Azmat Rasul

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Promoting patriotism through mediated sports: Political economy of Bollywood's sports movies

Cindy Cheung-Kwan Chong

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Ethnification and Global-local Tension: A Comparative Study on the Asian Games Beijing 1990 & Guangzhou 2010

Nataliya Ikonnikova

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Sochi-2014 Olympics as headlines: diffusion of symbols and gestures

Nathalie Hyde-Clarke

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Rune Ottosen

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Toby Miller

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The Prevailing Discourse of Nation-Building and the FIFA World Cup, South Africa (2010)

SESSION THREE

Tuesday, July 17

09.00 - 10.30

Room: MBT 200

Media, Sport and Celebrityhood

Chair: **Pam Creedon**

School of Journalism and Mass Communication, University of Iowa, USA
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Linda K. Fuller

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When sports announcers become the news: A review of sportscaster celebrityhood

Qiaolei Jiang

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What kind of celebrities? Newspaper representation of Beijing Olympic gold medallists and discursive construction of Hong Kong identities

Hongmei Li

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The South Fights Back: Li Ning as a Challenger to Global Sports Brands

SESSION FOUR

Wednesday, July 18

09:00 - 10:30

Room: MBT 200

Changes in Media and Sport

Chair: **Linda K. Fuller**

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Misun Bong

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Eun-Kyong Han

Ha-Ni Lee

Si Joung Kwon

A Study on the Paradigm Shift of the Sports broadcasting right: Focusing on 'the commercialization' and 'the universal access right' for the sports

Ilan Tamir

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Yehiel Hilik Limor

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 hilik43@013.net

sPoRts: Faster, higher, stronger and... PR: The intensive involvement of PR in sports

Kate Taeuber

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Kerry Philip Green

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Full-time score: Sensationalism v Fair Go 1-0

Pam Creedon

School of Journalism and Mass Communication, University of Iowa, USA
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May Al-Khaja

Mass Communication Department, United Arab Emirates University
 ma@uaeu.ac.ae

Arab Women's Sports: An Historical and Descriptive Overview

SESSION FIVE

Wednesday, July 18

14:00 - 15:30

Room: MBT 200

Business Meeting

Chair: **Alina Bernstein**
 section head, School of Media Studies, Academic College of Management (COMAS), Israel
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SESSION SIX

Thursday, July 19

09:00 - 10:30

Room: MBT 200

Media and Sport: Men's Football

Chair: **Alina Bernstein**
 section head, School of Media Studies, Academic College of Management (COMAS), Israel
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Michael Meyen

Institut für Kommunikationswissenschaft und Medienforschung, Universität München

Anke Fiedler

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Medialization of soccer: How TV changed our favourite sport

Mohammed Musa

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Television, Football and identity: Understanding the neo-liberal connection

Gerard Akindes

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Transnational television broadcasting of sport in Africa and electronic Colonialism

MEDIA EDUCATION RESEARCH

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: SH 13

Tensions in the Curriculum and Creative Learning

Moderator: **Sara Pereira**
 University of Minho, Portugal

Slavka Antonova

DCSD-University of North Dakota, USA
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Global expertise in the classroom: Evaluating the learning potential of teaching videoconferencing

Mehita Iqani

Wits University, South Africa
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Anna Feigenbaum - Interdisciplinary teaching and learning in media studies: Challenges and opportunities from the perspective of faculty

Anton Basson

AFDA - South African School of Motion Picture Medium and Live Performance
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Standardising the assessment of creative projects: the challenge of the assessor's subjectivity

Maddalena Fedele

GRISS - Universitat Autònoma de Barcelona

Maddalena.Fedele@uab.cat Laura Aymerich-Franch - Social media as teaching resources in traditional university: the students' perspective

Charmaine Annmarie Henry

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Creative Teaching in Media and Communication at the Tertiary Level: A Case in Jamaica

MEDIA

EDUCATION RESEARCH ... continued

SESSION TWO

Tuesday July 17

9:00-10:30

Room: SH 13

Media Education Policies in Evolution: Shaping the Agenda

Moderator: **Divina Frau-Meigs**

University of Paris 3 -Sorbonne, France

Hans Martens

University of Antwerpen, Belgium

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Media literacy in context: policies, practices, and educational modelsthrough Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education

Manuel Pinto

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Social inclusion through media education (best) practices

Claudia Lago

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Richard Romancini

Patrícia Horta Alves

How to embed media and education in public schools? The implementation of the course "Media and Education" in São Paulo State, Brazil

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Cultural Imperialism and Counter-hegemony: The Case of 'Nollywood', Nigeria

SESSION THREE

Tuesday, July 17

14:00-15:30

Room: SH 13

Media Literacy Competences as Risk Prevention and Conflict Resolution

Moderator: **Denize Correa Araújo**

Universidade Tuiuti do Paraná, Brazils

Sirkku Kotilainen

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Cultures of Media and Information Literacies among the Young: South-North Viewpoints

Dorothee M. Meister

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Sonja Kroeger

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Uwe Sander

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Supporting advertising literacy of children - Evaluation of teaching materials and educational interventions

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Significance of Parental Guidance Ratings in Determining What Children Watch on Television among Families in Western Kenya

Ellen Vanderhoven

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Tammy Schellens

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Martin Valcke

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Educating our kids about the risks of social network sites: useful or pointless?

SESSION FOUR

Tuesday, July 17

16:00-17:30

Room: SH 13

Media Literacy Studies as Social Practice

Moderator: **Manuel Pinto**

Minho University, Portugal

Irina Zhilavskaya

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New Approaches to the Media and Information Theory

Robert Bruce Spenser

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The Challenges for Media Education in 2012 Japan

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New approaches to fight against gender discrimination in the media: critical media literacy

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Mathias Weber

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Marc Ziegele

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Blaming the victim - the effects of extraversion and information-disclosure on attributions of guilt in Cyberbullying

SESSION FIVE

Wednesday July 18

9:00 -10:30

Room: SH 13

ICT, social networks and impacts on Media Literacy and Learning Process

Moderator: **Gabriel Kaplun**

República University, Uruguay

Sara Pereira

University of Minho, Portugal

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Ana Melro

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The (non)place of digital literacy in the technological policies for primary school in Portugal - the voices of public and private agents

Marlen Belafi

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Nina Haferkamp

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I can Facebook!? - A Theoretical Reflection on the Impact of Social Media Literacy on the Handling of Private Information**Denize Correa Araújo**

Universidade Tuiuti do Paraná, Brazil

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Wikipedia: a transcultural encyclopedia**Miriam Herrera-Aguilar**

Universidad Autónoma de

Querétaro, Mexico

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Los usos de las tecnologías digitales de la información y la comunicación en la educación básica: Estudio comparativo Francia-México.**David Tuwei**

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Information Communication Technologies and education: News Media representations of e-learning in Kenya**SESSION SIX**

Wednesday, July 18

14:00 - 15:30

Room: SH13

Theoretical Stakes in Local and Regional PerspectiveModerator: **Manuel Pinto**

Minho University, Portugal

Phyllis Denise Dannhauser

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South meets North: The Ecological Broadcasting documentary film exchange programme (NSSE) as a platform for cross-cultural media education**Rosane Silva Borges**

Universidade Estadual de Londrina, Brazil

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Education for the media and race relations in Brazil**Gerda Dullaart**

AFDA film school, South Africa

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Creolising Academic Support for Media Students**Paschal Baylon Atengdem**

Ghana

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Benedicta Adiita

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Literacy for Development: A Discourse between Mother Tongue, National Language and English in Ghana**SESSION SEVEN**

Wednesday, July 18

16:00 - 17:30

Room: MTB 104

Business meeting**SESSION EIGHT**

Thursday, July 19

9:00 - 10:30

Room SH 13

Crossing media literacy: professional educationModerator: **Beate Josephi**

Edith Cowan University, Australia

Phyllis Denise Dannhauser

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Najma Agherdien

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Developing Film Literacy through online dialogue: enhancing collaborative knowledge building in teaching Film and Television Studies to multicultural undergraduates.**Phyza Jameel**

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Mobile Technologies Changing Lives of Female Rural Teachers in Pakistan**Amna Ashraf**

Kinnaird College for Women, Pakistan

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Naveed Iqbal Ch

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Media Education in Pakistan; Curricula, Facilities and Practices in Public Sector Universities**Sholain Govender-Bateman**

Tshwane University of Technology

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Closing the digital divide: Training journalism students to produce online packages using a single Blackberry device**Business meeting: Wednesday July 18th, 16:00- 17 :30, room to be announced**

MEDIA PRODUCTION ANALYSIS

SESSION ONE

Monday, July 16

16.00 - 17.30

Room: MTB-C8

Journalism and cross media

Chair: **Chris Paterson**

Johannes Gerstner

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Felix Gerstner

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Markus Beiler

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Strategic management of a media company's structural and procedural organization with special consideration of the newsroom architecture: creation, implementation and impact

Irene Dorothy Awino

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Challenges Day 2 journalism poses for The Daily Nation and the Standard Newspapers

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Isabel Reis

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The influence of the Internet on Portuguese journalism

Ana Serrano Tellería

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The Management of Social Media by Iberoamerican Online News Outlets

SESSION TWO

Tuesday, July 17

14.00 - 15.30

Room: MTB-C8

Media production and management

Chair: **TBA**

Sonja Kröger

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Managerial Career Pathways in the Games Industry

Lynette Steenveld

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Editors' impact on a news organisation: a South African case study

Jing Liu

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Impact of neoliberalism on news value, journalistic practices and news content

Uma Shankar Pandey

University of Calcutta
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Constructing Media Events: Framing the 'India Against Corruption' Demonstrations

SESSION THREE

Wednesday, July 18

16.00 - 17.30

Room: MTB-C8

Ethnography and methods

Chair: **Chris Paterson**

Esteve Ollé Sanz

European Commission Joint Research Center
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The Production of Televisual Post-Consensus Format

Brian Ekdale

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Negotiating Competing Identities and Becoming "Friends": Methodological Entanglements in Global, Urban Production Ethnographies

Amira Firdaus

University of Melbourne
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Recruiting Research Participants through Professional-Network Chain-Referrals: Addressing the Problem of Access to Media Production Sites and Media Professionals

SESSION FOUR

Thursday, July 19

09:00 - 10:30

Room: MTB-C8

Business meeting

MEDIA RELIGION & CULTURE

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: MTB-C8

Visual images, cinema, and spirituality

Chair: **Yoel Cohen**

Prof. Ines Gil

Universidade Lusofona of Lisbon, Portugal

'The expression of the sacred in contemporary cinema'

Prof. Dominica Dipio

Makerere University

Uganda: 'Religion, Spirituality and Female Agency in Haile Gerima's Sankofa (1993)'

Prof. Tania Cantrell Rosas Moreno

Loyola University

Maryland: 'News and Novela Versions of Syncretism can Indicate Brazil's degree of Media Freedom'

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB-C8

Religion communication

Chair: **Frank Coffey**

Dr. Maria Way

University of Westminster, England

'Divide and/or Conquer'

Mr Franxcis Xavier Bernard Ngatigwa

Bayreuth University, Germany

'Religion Divides: Mapping 'others' in Religious Radio Broadcasts in Tanzania''

Dr. Joseph Muyangata

Wing of Eagles International Bible College
Blantyre, Malawi

Ghislaine Youmbi

Wing of Eagles International Bible College
Blantyre, Malawi

'Communication in a High-Tech World: Use of High-Tech Preaching in the 21st Century "New Methods of Message Delivery in Malawi'

SESSION THREE

Tuesday, July 17

09:00 - 10:30

Room: MTB-C8

Religious dissent: the Media's role

Chair: **Francis Ngatigwa**

Mr Savera Mujib Shami

University of the Punjab, Pakistan

'Silence of Opinion Makers on the issues of Religious Tolerance? (The case of Urdu Dailies and Pakistani Society)'

Prof. Cherian George

Nanyang Technological

University, Singapore

'Hate Spin: Taking Offence as a Political Strategy'

SESSION FOUR

Tuesday, July 17

16:00 - 17:30

Room: MTB-C8

Consumerism and religious goods

Chair: **Dominica Dipio**

Mr Jie Qin

City University of Hong Kong

'The Production and Consumption of Digital Religious Goods: Web Data Mining of Buddhism Blogs from the perspective of Religious Economy'

Prof. Yoel Cohen

Ariel University Center, Israel

'Jewish Religious Holiday Advertising in Israel'

SESSION FIVE

Wednesday, July 18

09:00 - 10:30

Room: MTB-C8

Media, the public, and Sacred text

Chair: **Walter Ihejirika**

Amir Abdolreza Sepanji

Public Opinion and its Influencing Factors in the Qur'an discourse"

Frank Coffey

David Bauer Quest Program

Stratford, Canada

'Mass Media as Site of Confirmation in History and Culture for Meaning of Sacred Text: Relations Media Religion and Culture'

Dr Walter Chikwendu Ihejirika

Federal University of Port Harcourt, and

Catholic Institute of West Africa, Nigeria

'Missionaries or Migrants?'

SESSION SIX

Wednesday, July 18

14:00 - 15:30

Room: MTB-C8

Business meeting

SESSION SEVEN

Thursday, July 19

11:00 - 12:30

Room: MTB-C8

Crime & conflict reporting

Chair: **Ines Gil**

Dr Aliyu Musa

Liverpool Hope University, England

'Citizen Journalism, principle of neutrality and the reporting of violent conflict in Nigeria'

Professor Priscilla Ann Boshoff

Grahamstown University, South Africa

'The truth about witchcraft: reading witchcraft crime narratives in the Daily Sun'

Irfan Raja

University of Huddersfield, England

'Will Pakistan Survive? Framing Pakistanis in the Western & American Media'

MEDIATED COMMUNICATION PUBLIC OPINION & SOCIETY

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH7

The "Arab Spring" and its Inspirations?

Chair & Discussant: **Lea Mandelzis**

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Ibrahim Saleh

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When the sweet "Arab Spring" turns sour: The ties that bind

Katie Brown

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Diana Betz

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The University of Michigan, USA

Anti-Arab Humor and Support for Arab and Minority Rights

Kevin Gotkin

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Internet Relay Chat and the Vicissitudes of the Global Protest Meme

Sara Mourad

University of Pennsylvania, USA

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"This is not Tahrir Yet": How the mainstream press framed the Occupy movement

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: SH7

Mediatization: Theoretical and Empirical Questions

Chair & Discussant:

Knut Lundby

University of Oslo, Norway

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Friedrich Krotz

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A critical concept of Mediatization

Christian Schwarzenegger

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Susanne Kinnebrock

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University Augsburg, Germany

The Mediatization of Belonging and Proximity. An Empirical Approach to Transnational Lifeworlds

Knut Lundby

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Mediatization of terror. The 7/22 case in Norway

SESSION THREE

Monday, July 16

16:00 - 17:30

Room: SH7

Family and Media

Chair & Discussant: **Hillel Nossek**

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Rousiley Celi Moreira Maia

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Danila Gentil Rodriguez Cal

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Ideology, Recognition and Mediated Communication: the case of child domestic labor

Nuno Moutinho

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Rute Verdade

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Family and Mediatization: How to Communicate Christmas Events

Sonja May Narunsky-Laden

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Materializing Parenthood through Consumption: Cross-Cultural Constructions of Parenting and Childhood in Post-apartheid South Africa

Walter Hermann Peters

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Communicating Neglect: The Women in the Voortrekker Monument at Winburg

SESSION FOUR

Tuesday, July 17

09:00 - 10:30

Room: SH7

Civic Relations and the Public Sphere

Chair & Discussant:

Corinna Lüthje

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Yanshuang Zhang

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Microblogging: Evolution and Revolution in Public Sphere of Urban China

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Media-related Civic Experiences of Young People in Estonia

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Beyond East and West: Case study of public sphere development in online discussions in Latvia

Keyi Xu

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The Usage of Sina Weibo in China: A Study on Civic Engagement and Psychological Empowerment

Yunxia Pang

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Mapping the Chinese Micro-blog: How the Opinion Leaders Act

SESSION FIVE

Tuesday, July 17

14:00-15:30

Room: SH7

Media and Public Memory

Chair & Discussant: **Hillel Nossek**

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Jacques Alkalai Wainberg

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The utopian discourse and memory of the revolutionaries of the 60's

Kamal R Sigde

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Media constructs in the post-2006 peace deal in Nepal

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Irene Neverla

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Mediated social memory and the perception of geohazards: The case of storm surges in Hamburg and the role of urban north-south conversations

Sharma Sharma

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Justice for Bhopal: Contending Histories, Communication Challenge

SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: SH7

New Media Use and Socio-Political Identities

Chair & Discussant: **Friedrich Krotz**

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Lea Mandelzis

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Alina Bernstein

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Talkbacks as a meeting point between national-political attitudes and sport

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Dialoguing and Socially Being Together Online: The Social Presence-mediated Communication Model in organization-public Relationships

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Mediated Identities in Social Network Sites - More Than Just Self-Presentation

Florence Chee

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Stuart Poyntz

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Sociotechnical transformation between paradigms: Togetherness in the liminal spaces of Korea's Information Society

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Online Social communication pattern of college going students in Tamilnadu

SESSION SEVEN

Wednesday, July 18

09:00 - 10:30

Room: SH7

Media Activism

Chair & Discussant:

Jacques Alkalai Wainberg

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Application of Social Networking Services (SNS) by Greenpeace in Mainland China: An Empirical Study

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A Study on Video Sharing Sides of Turkey

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Exposing the Process of Internet Political Communication: A Case Study of the Taiwan Wild Strawberries Movement

Janina Wozniak

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An analysis of video activism against fracking in the Karoo, as posted on Youtube

SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: SH7

Gramsci and Media Studies and Section Business Meeting

Chairs: **Hillel Nossek and Friedrich Krotz**

MEDIATED COMMUNICATION PUBLIC OPINION & SOCIETY ... continued

Andreas Ytterstad

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What could good sense do to Gramscian media studies?

Anat First

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Cracks in the hegemony? Multi-cultural representation in prime-time Israeli television

Friedrich Krotz

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Gramscian Categories and Facebook Research

SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: SH7

Panel 9: Media and Nation Building

Chair & Discussant:

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Nazif Fuat

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Isolation from boundaries of South and North: Reunification of identities and necessity for redefinition of national identity

Huailin Chen

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Impact of Media Use on National Pride of Chinese Residents after Beijing Olympic

Pianpian Wang

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Media As A Leverage Of Hybridized Identity: Hong Kongers' Consumption Of Mainland China's Media and Influence on Social Identity Formation

Lesley Cowling

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Building a nation: The Sowetan and the creation of a black public

SESSION TEN

Thursday, July 19

09:00 - 10:30

Room: SH7

Media Research Methodologies

Chair & Discussant:

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Christine Elena Meltzer

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Online vs. memory-based - moderating and mediating variables in second-order cultivation

Shahab Mobasheri

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Ghazal Shoulizadeh

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Freelance Journalist and Researcher, Iran

Utilizing Information Theory and Linguistic Rules in Content Analysis of Persian Weblogs in Two Post-electoral Time Intervals

Katharina Lobinger

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If Only the Donkey Was a Fiat, and the Horse a Mercedes-Benz! A Qualitative Heuristic Approach to How People Experience and Make Sense of Visual Images

Cibele Mariano Vaz de Macêdo

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Regina Gloria Nunes Andrade

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Notes about Participative Research in Social Psychology

SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: SH7

Theoretical and Conceptual Questions

Chair & Discussant: **Friedrich Krotz**

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Wilhelmina Johanna Greeff

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Communicating for survival in the mining and construction industries: Northern conversations and Southern contextualisations

Christine E. Meltzer

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Anna K. Schnauber

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Gregor Daschmann

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Need for Cognition - an Elite Concept

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Ayo Ojebode

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Public trust and non-trust of Governance in Nigeria and Elsewhere: Is there need for theoretical reconceptualization

Tatiana Alekseeva

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Time and acceleration in the information society

Vasupradha Srikrishna

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Mudra Institute of Communications, India

A study exploring concepts and complexities emerging from a discourse on capital punishment

PARTICIPATORY COMMUNICATIONS RESEARCH

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH14

Social Networking, Social Movements & Social Change

Chair: **Lauren Eve Dyll-Mykleburst**
Discussant: **Ullamaija Kivikuru**

Joe Khalil

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Youth Generated media & Cultural Globalisation

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Paula Espirito Santo

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Protesting in a cultural frame: How social media is being interpreted and used by Portuguese 'Geração á Rasca' activists

Henry Mainsah

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SOCIAL MEDIA AND DESIGN FOR YOUTH CITIZENSHIP

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Helena Sousa

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Subvertising as participation: reflections on digital consumer-citizen activism

Pradip Ninan Thomas

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Participatory Communication and Communication Rights: Learnings from Social Movements

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH14

Participation, Journalism and Digital Journalism

Chair: **Pradip Ninan Thomas**
Discussant: **Vipul Mudgal**

Leonardo Menezes

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Another Look? Authorship's slip on audiovisual participatory journalism

Ullamaija Kivikuru

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Newsification: Journalism in the service of promotional culture

Harry Livingstone Dugmore

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Stanley Tsarwe

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"Too tired to speak": alienation and unheard voices in a small town's public sphere

Saba ElGhul-Bebawi

Diana Bossio

Local news, Global Impacts: New Perspectives on relations between mainstream news organisations and participatory journalism

Suruchi Mazumdar

suruchimazumdar08@gmail.com

Alternative Press and Counter-hegemonic Vision of Development: A Case Study of Little Magazines in India's West Bengal

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH14

'Old' Media, 'New' Media & Social Change

Chair: **Chris Paterson**
Discussant: **Suchi Gaur**

Abul Kashem

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Effectiveness of Mobile Phones as Communication Media

Pragati Bhalla

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Dr. Anjali Capila

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Street Theatre for Social Change: A Participatory Research

Emmanuel Prem Kant Das

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Effectiveness of Information Sources in Adoption of selected Farm Innovations.

Gerry Bloustien

Denise L Wood

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Engaging young people in participatory research through traditional, digital and social media

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: SH14

Understanding Participatory Communication as Process

Chair: **Pradip Ninan Thomas**
Discussant: **Giles Robert Dodson**

Melissa Tully

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Fist to Five for Change: Analysis of the effectiveness of an integrated media strategy to promote conflict resolution and peace

Lynnette Fourie

Participatory Governance: A participatory communication for social change perspective

Wei Bu

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Empowering Migrant Workers through Participatory Communication in China

Anjali Capila

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Nilanksha Sachdev

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VIDEO A TOOL FOR PARTICIPATORY COMMUNICATION" A STUDY CONDUCTED WITH VIDEO SEWA COOPERATIVE

Vered Malka

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Deliberation Forum as an Empowerment Agent: The Case Study of Israeli Communication Students

PARTICIPATORY COMMUNICATIONS RESEARCH ... CONTINUED

Chiara Saez Baeza

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Televisión Digital y Sociedad Civil en Chile: avances y retrocesos desde el punto de vista de la democratización mediática

SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: SH14

The Critique of Participatory Communications in Africa (1)

Chair: **Lauren Eve Dyll-Mykleburst**

Discussant: **Mariekie Burger**

Ogu Sunday Enemaku

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Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010

Patience Priscilla Mushuku

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The Fallacy of Participation in Behaviour Change Programming: The case of GWAPA

Helene Maree Thomas

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Recovering the African Voice from Eurocentric Storytelling: A Collaborative and Collective Journalism Project

Bheki Khumbula Sibanda

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Sipopoma community project: mind the gaps, 1991 - 2012: Twenty one years of project tribulations. A participatory communication for development case study.

SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: SH14

The Critique of Participatory Communications in Africa (2)

Chair: **Patience Priscilla Mushuku**

Discussant: **Helene Maree Thomas**

Jasson Kalugendo

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Villagers-Policy Makers Discussions: Creating Participatory Communication to Engage local Communities for Development Effectiveness in Tanzania

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Simone Doctors

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SMS-based Participatory Journalism in Mozambique

Simon Burton

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Balancing participation and public goods: Thusong Centres in South Africa

Mariekie Burger

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Celebrity and public participation: the case of South African hip-hop artists' charity work
Participatory Communication, Corporate Business and Social Responsibility

SESSION SEVEN

Wednesday, July 18

09:00 - 10:30

Room: SH14

Corporate Social responsibility - the common ground for capitalist stakeholder ideas and participatory development ideals

Chair: **Helene Maree Thomas**

Discussant: **Louise Isabel van Dyk**

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Lauren Eve Dyll-Mykleburst

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'Lodge-ical Thinking: A public-private-community partnership model for Participatory Lodge (Tourism) Development

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Participatory Communications in Africa: CSR in the South

Giles Robert Dodson

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Effective bi-cultural partnership? Local community development and marine conservation at Mimiwhangata

Karin Wilkins

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Structured Participation in Corporate Social Responsibility

SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: SH14

Theorising Participatory Communication

Chair: **Suchi Gaur**

Discussant: **Sarah Cardey**

Musara Lubombo

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Participatory communication for social change: Normative validity and descriptive accuracy of stakeholder theory

Vipul Mudgal

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Participatory policy and pre-legislative transparency as processes of communication: A strong case for North-South dialogue for deepening democracy

Temba Siphosilele

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"Between anguished silences of pretence, protest and conversations of principled planning"

Patrick William Cockayne

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Janine Joy Simon-Meyer

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"It's my turn to talk": the transformation of meaning and value through an alternative local communication matrix

Venu Arora

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Through the Looking Glass: Participatory Communication - From Ideology to Practice

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Tom Webler

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Communicative Action and Democratic Legitimacy: The North Coast Case of California's Marine Life Protection Act**Gabriel Alejandro Medina-Aguilar**

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Miriam Herrera-Aguilar

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"La Comunidad" como etiqueta. Una revisión del discurso Norte-Sur**SESSION NINE**

Wednesday, July 18

16:00 - 17:30

Room: SH14

Participatory Communication, Community Media and Social ChangeChair: **Karin Wilkins**Discussant: **Thomas Leigh Jacobson****Nico Carpentier**

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Vaia Doudaki

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Community Media for Reconciliation in Cyprus**Usharani Rathinam**

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The challenge of mobile phones in addressing the gendered nature of poverty through dialogue promotion of the economically disadvantaged in India**Suchi Gaur**

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Dr. Sarita Anand

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Catalyzing The Pace of Development: Case Study of a Community Radio in Orissa**Tanja Estella Bosch**

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Community radio and the democratic public sphere in South Africa**Shanthini Sarah**

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Govindaraju Periyasamy

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Is the voice truly 'the voice of the voiceless'? - An exploratory study on the participation of the community in their community radio projects**SESSION TEN**

Thursday, July 19

09:00 - 10:30

Room: SH14

Voice, Participatory Communication & Social Change: A Panel Discussion of Nick Couldry's 'Why Voice Matters'**Thomas Jacobson**

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Pradip Thomas

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SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: SH14

Participatory Communication in International Development Research**Tessa Lewin**

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Jenny Edwards

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"Communicating Women's Empowerment" through film: Reflecting on the Pathways of Women's Empowerment 'Real World' Documentary Scheme**Nicholas Peter Benequista**

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Participatory communication in international development research**Nicholas Peter Benequista****Joanna Wheeler**

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Cartographers, Conciliators and Catalysts: A Praxis for Research Communication**Blane Harvey**

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Zachary Patterson

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"Understanding context" in developing new approaches to communication: Making sense of a crowded field**Patricia Curmi**

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Research communications in multi-organisational partnerships

POLITICAL COMMUNICATION RESEARCH

SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH4

SOCIAL MEDIA AND THE "ARAB SPRING"

Chair: **Philippe J. Maarek**

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Discussant: **Ibrahim Saleh**

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The Social Media and the Arab Spring: Politics Always Comes First

Thabo Ramphobole

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An Investigation into the Role of Social Media in the Political Protests in Egypt (2011)

Zizi Papacharissi

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Sharon Meraz

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Broadcasting and listening practices on #Egypt: How was a revolution framed on Twitter?

Anthony A. Olorunnisola

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Public Opinion on Nigeria's Democracy: Why the Arab Spring stopped in the Desert

SESSION TWO

Monday, July 16

14:00 - 15:30

Room: SH4

COMPARATIVE POLITICAL CAMPAIGNING

Chair: **Philippe J. Maarek**

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Discussant: **Gadi Wolfsfeld**

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Rowan Howard-Williams

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Manufacturing the citizen-consumer: political advertising in the age of digital surveillance

Melanie Leidecker

Johannes Gutenberg-University Mainz
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Formatting election coverage in the elite and in the popular press. A comparison of two German newspapers 2005 and 2009

Jürgen Wilke, Johannes Gutenberg-University Mainz, juergen.wilke@uni-mainz.de

Ricardo Fabrino Mendonça

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Ana Carolina Ogando

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Discourses about the "feminine":

Ethics of Care and Strategic Essentialism in Dilma's presidential campaign

Mafalda Lobo Pereira

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Portuguese presidential election of 2011: analysis of the communication strategy of political candidates on the web

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"The media love me, don't they?": building a media index for presidential candidates in the 2012 Mexican presidential election

SESSION THREE

Monday, July 16

16:00 - 17:30

Room: SH4

VISUAL AND TELEVISUAL POLITICS

Chair: **Philippe J. Maarek**

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Discussant: **Julio Juárez-Gámiz**

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Different Views on Political Imagery? Examining Audience Perception of Visual Portrayals of Politicians

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The dynamics of the audiovisual political messages

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The election campaign in the portuguese television news

SESSION FOUR

Tuesday, July 17

9:00 - 10:30

Room: SH4

PRESS AND POLITICAL INFLUENCE

Chair: **Julio Juárez-Gámiz**

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Discussant: **Lars Nord**

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Vanessa Cruz

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Racialized Scapegoats: Counter-Mobilizing Allies and Targeted Immigrants in Spanish Through English Media

Ivor Gaber

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Rupert and the 'three card trope' - what you see ain't necessarily what you get

Rod Tiffen

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Rupert Murdoch and the Commercial Uses of Political Partisanship in News

Keval Joseph Kumar

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Electoral Law and Political Communication in India: Confronting 'Corrupt' Practices in the Indian News Media

SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: SH4

PRESS, MEDIA AND POLITICS: NEW MODELS OF RELATIONSHIP?

Chair: **Lars Nord**

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Discussant: **Rod Tiffen**

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Richard Shafer

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Richard Aregood

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Participatory and Interventionist Journalism Models as Obstacles to Effective Professional Practices

Azmat Rasul

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Stephen D McDowell

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Barbara Robinson

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Assassinating objectivity: Framing of the political murders in the elite press

Shaima'a Zoelfakar Zoghaib

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Presumed media influence and strategic voting in the Egyptian parliamentary elections 2011

Enas Mohamed Abou-Youssef

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Media and Political reform in Egypt The role of media coverage of the transition period in forming audience attitudes towards political reform in Egypt

Ibrahim Saleh

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Eric Louw

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Elite Newspapers and Political Transformations From Cape To Cairo

SESSION SIX

Tuesday, July 17

14:00 - 15:30

Room: MTB 200

NEW MEDIA INFLUENCE ON POLITICAL COMMUNICATION IN ESTABLISHED DEMOCRACIES

Chair: **Keval Joseph Kumar**

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Discussant: **Jens Tenscher**

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Aasim Khan

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Trending in India: The rise of online social media in Indian politics and its implications for the world's largest democracy

Seon Gi Baek

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Sigi Lee

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Social Network Service (SNS) and its Political Power: A Semiotic and discourse analysis on contents of Twitters in the Mayoral Election of Seoul City in Korea

Rui Alexandre Novais

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Álvaro Cúria

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The partisan press revival? Party websites as the new information providers

Steven Bosch

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Tweeting political participation: The use of Twitter by South African politician Helen Zille

SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH4

SOCIAL MEDIA AND NEW POLITICAL NETWORKS

Chair: **Julio Juárez-Gámiz**
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Discussant: **Rod Tiffen**
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Felicity Duncan

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the University of Pennsylvania
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**Old, new, mainstream, alternative or
none of the above: The blurring of
media boundaries in the Tea Party
movement**

Caja C. Thimm

University of Bonn
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**Political Conflicts, Social Media and
the Digital Citizen: A comparison
between Egypt, Germany, and China**

SESSION EIGHT

Tuesday, July 17
16:00 - 17:30
Room: MTB 200

NEW MEDIA INFLUENCE ON POLITICAL COMMUNICATION IN EMERGING DEMOCRACIES

Chair: **Jens Tenscher**
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Discussant: **Keval Joseph Kumar**
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Helge Ronning

University of Oslo
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**The Media and African Dominant Party
States - Legitimacy of Power and the
Possibilities for Opposition in Africa**

Chika Anyanwu

University of Adelaide
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**The use of Social media for Youth
Mobilization: Case Study of the 2011
Nigerian presidential Election**

Yuqiong Zhou

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**New Rumoring Movement in China's
Cyberspace**

SESSION NINE

Wednesday, July 18
9:00 - 10:30
Room: SH4

POLITICAL COMMUNICATION CONFRONTING THE ECONOMIC CRISIS

Chair: **Jürgen Wilke**
Johannes Gutenberg-University Mainz
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Discussant: **Ivor Gaber**
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of London
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Kajsa Larsson Falasca

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**Framing the Financial Crisis: An
analysis of political actors and
journalists influence over news media
content and the frame building process**

Karen Arriaza Ibarra

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Lars Nord

Mid-Sweden University of Sweden
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**Public service under pressure:
Government media policies and the
economic crisis in Northern and
Southern Europe**

Maximillian Hänska-Ahy

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Maria Kyriakidou

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**The Euro Crisis in Public Discourse: A
comparative study of the Greek and
German Press**

Noemi Mena

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Rens Vliegenthart

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R.Vliegenthart@uva.nl
**Shaping the economy: The interaction
between the stock market, media
coverage, political debates and
consumer confidence in three
European countries**

SESSION TEN

Wednesday, July 18
14:00 - 15:30
Room: SH4

BUSINESS MEETING

Chair: **Philippe J. Maarek**
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SESSION ELEVEN

Wednesday, July 18
16:00 - 17:30
Room: SH4

THE INFLUENCE OF PROFESSIONALISATION OF COMMUNICATION ON POLITICS

Chair: **Philippe J. Maarek**
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Discussant: **Cornelia Brantner**
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Jens Tenscher

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**Two Levels of Campaigning: An
Empirical Test of the Party-Centered
Theory of Professionalization**

Lars W Nord

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Marie Grusell

University of Gothenburg
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**Spin, strategies and social media. A
study of professionalization and digital
campaigning in Sweden 2009-2010**

Øyvind Kalnes

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Institutions adapting to new media technology. Norwegian parties and the Internet

Antonio Jose Rosas

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Paula Espírito Santo

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Online Party Politics, Ideological Families and Transnational Connections: The Portuguese Case

SESSION TWELVE

Wednesday, July 18

16:00 - 17:30

Room: MTB 200

FRAMING AND PRIMING IN POLITICAL COMMUNICATION

Chair: **Jürgen Wilke**

Johannes Gutenberg-University Mainz
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Discussant: **Katharina Lobinger**

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Michael Mero

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Kaleidoscope of Framing: Multi-Framing

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Friederike Schultz

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Re-shaping the meaning of crises: The role of strategic framing and institutional justifications for affecting mass media crisis coverage

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Robert McKeever

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Donald Shaw

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The Natural Framing of Military Conflict News? The 2008 Russian Invasion of Georgia in Resonance, Izvestia and The New York Times

Leilah Shaikh

University of Cape Town
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Issue Frequency in Political Speeches: An investigation of Jacob Zuma's Political Communication Strategy

SESSION THIRTEEN

Thursday, July 19

9:00 - 10:30

Room: SH4

CHANGES IN COMMUNICATION INFLUENCE ON POLITICAL PARTICIPATION

Chair: **Rui Alexandre Novais**

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Discussant: **Julio Juárez-Gámiz**

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Youths, social media and political participation. Measuring Effects of Traditional News Media and Social Media Attention

Weiyu Zhang

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Making sense of non-participation: How ICTs influence average youth in Singapore

Xiaoming Hao

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How political knowledge and efficacy and civic mindedness mediate media effects on young people's political participation

Björn Buß

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Political Parallelism as a Contextual Factor in Comparing Media Systems in Europe

Pei Zheng

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The Internet and political communication research from 1990 to 2011: A meta-analysis

SESSION FOURTEEN

Thursday, July 19
11:00 - 12:30

Room: SH4

MANAGING THE COMMUNICATION OF GOVERNMENT POLICIES

Chair: **Ibrahim Saleh**

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Discussant: **Rui Alexandre Novais**

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Rofhiwa Felicia Mukhudwana

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**The uniqueness of government
communication: investigating
communication management of
government departments in the
KwaZulu-Natal metropolitan**

Ying Li

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**Resurrecting the "Wandering Ghost"
of Confucius: Branding China**

Kerry McCallum

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**The mediatization of Indigenous
policymaking in Australia**

Leshuo Dong

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Chien-Yi Hsiang

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**Political News Discourse Analysis on
Chinese media: Investigation of
Scientific Outlook on Development
Coverage**

POSTER SESSION (by alphabetical order of titles)

Tendai Joseph Chari

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**Electoral contest as war: Press,
politician and citizen interface during
Zimbabwe's 2005 elections**

Sharma Sharma

SOAS University Of London
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**Justice for Bhopal: Crisis? Moral
Panic? Political Scandal?**

Leshuo Dong

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Chien-Yi Hsiang

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**Political News Discourse Analysis on
Chinese media: Investigation of
Scientific Outlook on Development
Coverage**

Alessandra Aldé

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João Guilherme Santos

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**Public petitions and online battles in
Brazil**

Jieying Wang

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**Reclaiming the Identity through Social
Movement Participation**

Lyton Ncube

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**Shifting the goal posts: The interplay
between Political advertisements and
editorial slants in newspapers during
election period**

David Mekelberg

The Max Stern Yezreel Valley
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**Softer Power: The Power of Civil
Society**

Ali Ulusoy

Erciyes University of Turkey
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Fikret Yazıcı

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**The Cultivation of Reality in Turkish
_slamic, Leftist and Liberal Press, the
case of Armenian Genocide Bill which
passed from French Parliamentary**

Kim Alexa Johnson

University of Cape Town
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**The Framing of Crime as a 'Coloured'
Phenomenon**

Mohammad Hosseini Moghaddam

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Hossein Ali Afkhami

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**The ideological expectations of the
government and the resistance of the
oppressed: A study on the image of
disfranchised groups in Iranian post-
revolutionary press (1980-2010)**

Amos Owen Thomas

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**Would you hire this person?
Empowering Voters in Peru**

POLITICAL ECONOMY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH3
Local and glocal dynamics
Chair: **Helena Sousa**

Joe F Khalil

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Empowering the Local: Challenges to Post-Revolution Arab Media Environment

Dal Yong Jin, Florence Chee

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The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform

Zanetta Lyn Jansen

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Can we still speak of a global North and South and how is this divide significant despite globalization? Playing the devil's advocate and constructing a debatable post-Marxist framework

Ellen Strickland

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Political Economy at the Periphery: Communications and Connectivity in the Pacific Islands

Peichi Chung

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The Regionalization Narratives of Two Asian Cities: Hybrid Cultural Policy and Creative Industry Development in Hong Kong and Singapore

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH3
Media and Financial Crisis
Chair: **Peter A. Thompson**

Steve Schifferes

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BBC Coverage of the Financial Crisis

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Eva Karin Olsson

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Good News in Bad Times. A study of political journalism during the financial crisis in Sweden 2008.

Wayne J. Hope

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Time, Crisis, Rupture; global capitalism and the communication of revolt

Peter A. Thompson

Victoria University of Wellington
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Great expectations? The role of the media in trading decisions and the generation of financial bubbles and crises

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH3
Journalism and news reporting
Chair: **Janet Wasko**

Fredrick Oduor Ogenga

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Is Peace Journalism Possible in the 'war' against terror? The Daily Nation and The Standard representation of Operation Linda Nchi in Somali

Stefan Hebenstreit

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Did the media miss the opportunity to shift images of Africa? Continuities of colonial ways of thinking in the German media coverage about the 2010 World Cup

Jacinta Mwendu Maweu

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The Freedom to be Silent? A Case of Market Censorship Muzzling Journalistic Freedom Through Silent Policies In Corporate Media In Kenya

Shea Smock

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Jennifer M Proffitt

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Keeping Workers Down The Wal-Mart Way: Mainstream Media Coverage of Dukes v. Wal-Mart Stores Inc.

Joerg Becker

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The Misuse of Women's Issues and Women's Emancipation in War Reporting

SESSION FOUR

Monday, July 16
16:00 - 17:30
Room: SH13
Participation and social media
Chair: **Rodrigo Goméz**

Irina Anja Turner

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Political communication about the state of the South African nation: rhetorical turning points in an evolving democracy

Sebastian Seignani

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Surveillance, immaterial labour, and exploitation on social networking sites: Empirical findings and critical reflections

Michael Serazio

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Crowd-Sourcing Consumer Governance: Social Media Marketing and the Web 2.0

Harsha H N

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Shubhda Arora

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Impact of Social Media on Economic Development - A Perspective of Transaction Costs and Social Capital

Rob Heyman

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Jo Pierson

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Not all privacy settings are created equal - evaluating social media privacy settings for personal and advertising purposes

SESSION FIVE

Tuesday, July 17
09:00 - 10:30

Room: SH3

Visions and (Di)visions: the political economy of language and memories

Chair: **John Sinclair**

Maria Immacolata Vassallo de Lopes

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Cultural and Political Economy Considerations on Brazilian Telenovela

César Ricardo Siqueira Bolaño

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Creatividad, eurocentrismo y lucha epistemológica

Angela Aguiar Araújo

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The Language unit and the CPLP: The concertation of the harmony

Helena Sousa

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Regulating for whom? An analysis of media regulatory entities in Lusophone countries

Moisés de Lemos Martins

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The Portuguese language internet communication flows: contribution for a multicultural global world

SESSION SIX

Tuesday, July 17
14:00 - 15:30

Room: SH3

Consumption and citizenship in the digital sphere

Chair: **Peichi Chung**

John Graham Sinclair

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The Internet as an advertising medium

Leon van Jaarsveldt

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Beliefs about Democracy, Economic Powerhouses and Mediating Role of the Internet: A closer look at developing Southern Democracies, South Africa, India and Brazil since 1994

Cecilia Carrossini Bezerra Cavalcanti

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Digital communication: the conflicts in the transmission and distribution of information in the era of knowledge economy

Haiqing Yu

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A Tale of Two Counties: Bridging the Digital Gap in Rural China?

Tara S. Nair

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Making of the Audience or Unmaking of the Citizen? Media, Market and the Middle Class in Contemporary India

Lida Holtzhausen

North-West University
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Non-Profit organizations bridging the communication divide in a complex South Africa

SESSION SEVEN

Tuesday, July 17
16:00 - 17:30

Room: SH3

Ups and Downs in Media Industries

Chair: **Wayne Hope**

Colin Sparks

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Vivien Zhou Shou

Hong Kong Baptist University
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Gloom in the West. Boom in the East: Exploring different trajectories of the newspaper industry through an examination of the Hong Kong case.

Jim Rogers

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Paschal Preston

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Creative destruction in the digital milieu

Randall Nichols

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Macro Meets Micro: Cultural Capital and the Political Economy of Video Games

Nuno Moutinho

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Raquel Meneses

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Productivity and Efficiency of the Cultural and Creative Sector in Europe: North and South Divide?

Özge Özdüzen

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All that is Large-Format Movie Theater Melts Into Air: The Transformation of Movie Theaters in 2000s Beyo_lu, Istanbul

SESSION EIGHT

Wednesday, July 18

09:00 - 10:30

Room: SH3

Identifying and exploring models

Chair: **Randall Nichols**

Janet Wasko

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Teaching the Political Economy of Media

Antonio Martins de Araujo Neto

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The Propaganda Model and the Financial Press

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Paschal Preston

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NAMA : Contradictions of Neo-liberal Discourse and Policy Practices in Times of Crisis - The case of NAMA

Valério Cruz Brittos

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Bruno Lima Rocha

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The Economist and the so-called 2008 crisis: the ideological role generating ideological legitimacy

Satyabrata Paul

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Imagining the Nation: Visual spectacle and Neocolonial Narratives

Padmaja Shaw

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Moral Economy of Public Broadcasting in Post-Liberalisation India

SESSION NINE

Wednesday, July 18

14:00 - 15:30

Room: SH3

Business Meeting

Chair: **Helena Sousa**

SESSION TEN

Wednesday, July 18

16:00 - 17:30

Room: SH3

Media self-regulation and the state

Chair: **Helena Sousa Colin Sparks**

Svetlana Kulikova

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State ownership vs independent editorial policy in sovereign Russian democracy: Case of Echo of Moscow Radio

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Teasing the IMF: State Monopoly of Telecommunications in Ethiopia and the Liberalization Creed

Jane Duncan

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The political economy of press self-regulation: the case of South Africa

Suruchi Mazumdar

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Journalists' Trade Unions and Challenge to Media Capital - A Case Study of India

Hossein Afkhami

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Pattern of Contemporary Press in Iran: a Political Economy Approach

SESSION ELEVEN

Wednesday, July 18

16:00 - 17:30

Room: SH13

Media regimes, media engines

Chair: **Joerg Becker**

Zhuang XIONG

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'Whether the propaganda model was out of date?' Critical discourse analysis of criticism on American neoliberalism media system during China's media reforms

Matthias Niedenfür

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Panel: Political Economy of Chinese Media and Communication

Olivier Jutel

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Populism and the New Political Economy of the Media Field

Md. Abu Naser

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Corporate Influence in Global South's Media Industry: A Study on Bangladesh Media

Cinzia Padovani

Southern Illinois University Carbondale
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Media Moguls and Late Capitalism. The case of Italy.

SESSION TWELVE

Thursday, July 19

09:00 - 10:30

Room: SH3

Communication policies and the public sphere

Chair: **Helena Sousa John Downing**

Rodrigo Gómez

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Digital Terrestrial Television Policies in Mexico. The Telecomm Wars

Md. Abdur Razzaque Khan

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The Political Economy of Private Television Channel Ownership in Bangladesh

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The Spanish media walk to the duopoly informative

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'...this strange disease of modern life...': the concept of Public Value and the Triumph of Materialist Modernity

Slavko Alojzij Splichal

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The 'marketplace' metaphor and marketization of the public sphere

SESSION THIRTEEN

Thursday, July 19

11:00 - 12:30

Room: SH3

Media policy and regulation

Chair: **Janet Wasko**

Edgard Rebouças

Federal University of Espirito Santo
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Rhetorical strategy of media "owners" as a shield against social debate on sector regulation

Matthias Niedenfuehr

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The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry

Guillermo Mastrini

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Martin Becerra

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Santiago Marino

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Universidad Nacional de Quilmes

The Media Law in Argentina: new democratic regulation ways for communication

Sarah Helen Chiumbu

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Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa

Victor Pickard

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The Postwar Struggle for Regulatory Power and the Triumph of Market Libertarianism in U.S. Media Policy

SESSION FOURTEEN

Thursday, July 19

11:00 - 12:30

Room: SH13

Private and Public performances

Chair: **Rodrigo Gómez**

Verena Kreiling

Unified Theory of Information Group (UTI)
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Critique of the Political Economy of Personal Information on Social Networking Sites

Zhihua ZHANG

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Whom to Speak to: from a post crisis global perspective

Mariana Martins Carvalho

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Elen Cristina Gerales

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Universidade de Brasilia (UnB)

Comunicación Pública, estatal y gubernamental: diferencias y similitudes que emergen en la Empresa Brasil de Comunicação (EBC)

Reg Rumney

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Interest and interest rates: a communication conundrum examined

Chang-de Liu

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National Chengchi University, Taiwan

Miao-ju Jian

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Manufacturing consent among cultural workers: The labor process of young musicians in Taiwanese live venues

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Basque Country University

Carme Ferre Pavia
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Autonomous University of Barcelona
**Economic Volume of European
Minority Language Media as a
Community Building Force**

POPULAR CULTURE

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB- C4
Emergent Spaces
Chair: **Barry King**

Alette Jeanne Schoon
Rhodes University, South Africa
a.schoon@ru.ac.za
**The mobile phone and the production
of space: Domesticating Lefebvre in a
black South African 'township'**

Christian Schwarzenegger
Augsburg University, Germany
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augsburg.de
**(K)no(w) -go areas: Mediated
communication, popular culture
references and the construction of
personal geographies**

Innocentia Jabulisile Mhlambi Wena
Wits University, South Africa
Innocentia.Mhlambi@wits.ac.za
**Ungubani?: Spatial and temporal
restructuring of social relations
through ukuthakazela in the Internet**

Dina Ligaga
Wits University, South Africa
dina.ligaga@wits.ac.za
**"Virtual expressions": alternative online
spaces and the staging of popular
internet cultures**

SESSION TWO

Tuesday, July 17
09:00 - 10:30
Room: MTB- C4
Tracking Celebrity
Chair: **John Benson**

Anuli Agina
Pan-African University Lagos, Nigeria
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**When Nollywood looks North: History
and Identity in Nollywood
Collaborations**

Barry John King
Auckland University of Technology
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**LA as a remembered and dis-
remembered city**

Jia-Wei Tu
City University, Hong Kong
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**Stereotypes in Blockbusters: An
examination of Asian Characters in
Top Box Office American Films
(2000-2009)**

Kate Azuka Omenugha
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Chikezie Emmanuel Uzuegbunam
simplechike@yahoo.com
Nnamdi Azikiwe University and Enugu State
University of Technology
**Celebrity culture, media and the
Nigerian youth: negotiating cultural
identity in a globalised world**

SESSION THREE

Tuesday, July 17
16:00 - 17:30
Room: MTB- C4
Sounding Places
Chair: **Deborah Phillips**

Hongmei Li
Georgia State University, USA
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**Orientalization and Self-Orientalization
in China: Negotiation between
Commercial Logic and Political Logic**

Wai Han Lo
Hong Kong Baptist University
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**Reproducing Pleasure through Rituals:
The Music Culture of Older Adults in
Cantonese Operatic Singing Lessons**

Juan Carlos Valencia

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High-Culture beyond the West: The changing sonic aesthetics of a University radio station in Latin America

Tsan-Kuo Chang

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Graffiti as Global Communication in Hong Kong: The Interplay between Public Space and Public Sphere

Eduardo Vicente

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Rosana Soares

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University of Sao Paulo, School of Communication and Arts

Youth Cultural Center: a look at the musical diversity in Sao Paulo/Brazil

SESSION FOUR

Wednesday, July 18
14:00 - 15:30
Room: MTB- C4
Business Meeting

SESSION FIVE

Thursday, July 19
09:00 - 10:30
Room: MTB- C4
Home and Away
Chair: **Barry King**

John Joseph Benson

La Trobe University, Australia
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Transforming personal and national anxieties into popular entertainment television: the emotional public sphere as popular narrative therapy

Deborah Philips

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Making Do and Mending - Domestic television in the age of austerity: Kirstie Allsopp's Homemade Homes

Yuval Gozansky

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Gabriela Jonas Aharoni

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School of Communication, Sapir College, Israel

The transformation of the concept of childhood in the Israeli television for children: From local to global issues and trends

Eva Bakoy

Lillehammer University College, Norway
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Travel programs in a cosmopolitan perspective

POST-SOCIALIST AND POST-AUTHORITARIAN

SESSION ONE

Monday July 16

16:00 - 17:30

Room: MTB-C4

**South-North and East-West:
Broadcasting, Democracy and the
Public Good Today and Tomorrow**
Chair: **Georgina Born**

Corinna Arndt

University of Oxford, United Kingdom

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**The Politicisation of Newsrooms and
Consequences for Organisational
Culture: Lessons from the South
African Broadcasting Corporation
Post-Apartheid**

Laura Ranca

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**Broadcasting Against the Current.
Challenges to Media
Professionalization in Democratic
Republic of the Congo**

Floriana Fossato

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Anna Kachkaeva

Higher School of Economics (Russia)

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**Public Broadcasting in Russia – Utopia
or Real Possibility?**

Lucas Sierra

University of Chile, Chile

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**The development of law governing
television broadcasting in Chile
1958-2000**

Saba ElGhul-Bebawi

Swinburne University of

Technology, Australia

sbebawi@swin.edu.au

**Domination and Resistance: a Study
of Al Jazeera English within the Global
Public Sphere**

SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room MTB-C4

**Media Coverage and Media Discourse:
Regional Practices**
Chair: **Natalia Ikonnikova**

Gulnura Toralieva

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Asia, Kyrgyzstan

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Environmental Reporting in Kyrgyzstan

Gayane Frunze Torosyan

SUNY Oneonta (United States)

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**An Imperfect Mirror: Analysis of
Armenian and Azerbaijani Media
Coverage of Recent
Diplomatic Initiatives**

Jia-Wei Tu

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Hong Kong

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**How News Media Use Affects Political
Discussion in a Transitional Society:
Evidence from the China Survey**

Anna Szilagyi

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Roberto Spiezio

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**“iThreat or Opportunity? A
Comparative Analysis of the Media
Discourses on China’s Rise and the
European Debt Crisis in Italy and
Hungary”**

Svetlana Kulikova

Georgia State University, United States

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Elira Turdubaeva

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Farida Hafizova

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**South-North newspaper coverage of
June 2010 ethnic conflict in Kyrgyzstan**

Herman Wasserman

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Anthea Garman

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**Speaking out as citizens: voice, agency
and participation in post-apartheid
South Africa**

SESSION THREE

Wednesday, July 18

9:00 - 10:30

Room: MTB-C4

**Consumerism versus social media:
communicative aspects**
Chair: **Kaarle Nordenstreng**

Nataliya Ikonnikova

Higher School of Economics, Russia

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**Social communications spaces:
transnational, local, public
interpersonal**

JING YAN

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**Transitional Chinese Society:
Consumerism and News Media
1980-2010**

Michael Serazio

Fairfield University, United States

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**The Art of Producing Consumers: A
Critical Textual Analysis of Post-
Communist Polish Advertising**

Michael Meyen

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Anke Fiedler

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Universität München

Institut für Kommunikationswissenschaft
und Medienforschung, Germany

**Mass media and collective memory:
The communist GDR in today’s
communicative and cultural memory**

SESSION FOUR

Wednesday, July 18

16:00 – 17:30

Room: MTB-C4

Business meeting

PUBLIC SERVICE MEDIA POLICIES

SESSION ONE

Monday, July 16

16:00 - 17:30

Room: MTB-C7

The Reconstruction and Revision of Public Service Media

Chair: **Leen d'Haenens**

Murej Mak'Ochieng
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Arguments for a public service broadcaster in Kenya

Wilson Ombeva Ugangu

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Pieter Fourie

Linking normative theory to media policy making: The Kenyan case

Lenin Rafael Martell

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The construction of public radio service in Mexico within neoliberalism: The problematization of a case study

René Alicia Smith

Contact: renealiciasmith@gmail.com

Public media in developing countries: 'Revisioning' public service broadcasting in South Africa

SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room: MTB-C7

Public Service Media: Principles of Access and Participation, from Discourse to Practice

Chair: **Jo Bardoel**

Inta Brikse

Inta.brikse@lu.lv

Ilva Beitika

Rolands Tjarve

Sense of national identity: discourse analysis of national public service regulation acts

Maria Michalis

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The challenges and opportunities of internet-delivered TV for public service broadcasters: The BBC and projects Kanagroo and Canvas/YouView

Bouziane Zaid

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The principles of access and participation in Moroccan public service television

Winston Mano

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Public service broadcast scheduling in Africa in the digital age: Continuity and change

SESSION THREE

Wednesday, July 18

09:00-10:30

Room: MTB-C7

Partnerships of Public, Commercial and Civil Actors

Chair: **Leen d'Haenens**

Esteve Ollé Sanz

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María Luengo

Public, commercial and civil television in the new media landscape

Neeraj Khattri

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Ganesh Sethi

A paradigm for media intervention in conflict

Karen Arriaza Ibarra

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Defining the scope and intensity of partnerships as a means of fulfilling public service media (PSM) mission in Southern Europe: Have all the policies been positive?

SESSION FOUR

Wednesday, July 18

16:00-17:30

Room: MTB-C7

Business Meeting

VISUAL CULTURE

SESSION ONE

Monday, July 16

14:00 - 15:30

Room: MTB 311

Gender, Sexuality and Visual Image

Chair: **Sunny Yoon**

Hanyang University, South Korea

Myounghye Kim

KR (Korea, Republic Of) Dong-Eui University

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"Changing beautyscape in Korea: From pre-modern to postmodern global era"

Edwin Culp

Mexico Universidad Iberoamericana

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"Reframing the obscene: Affect, Potentiality and Representation in Contemporary Mexican Cinema"

Seon Gi Baek

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Hani Lee

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KR (Korea, Republic Of) Dept. of Jour. & Comm. Studies Sungkyunkwan univ.

“Visual Images of Film, Signs of Passion and their in-depth Meanings: A Semiotic study on the Film of Korea with cultural implication”

Xu Li

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Xiang Li

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Lei Gu

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Yajun Zhang

graceful@hotmail.com

HK (Hong Kong) The Chinese University of Hong Kong

“A Content Analysis of Male Images in Hong Kong Magazine Advertisements 2001 to 2011”

SESSION TWO

Monday, July 16

16:00-17:30

Room: MTB 311

Visual Technology and Visual ArtChair: **Fernando do****Nascimento Gonçalves**

State U Rio de Janeiro, Brazil

Nien Wei Ling

Province of China, Taiwan

kristylog2@hotmail.com

“The Media Representation of iPod in Taiwan 2001- 2010, Discourse Analysis”

Ana Serrano Tellería

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ES (Spain) Basque Country University (Journalism) and Cantabria University (Economics and Business)

“Online Magazines Design: A Methodological Proposal”

José Gomes Pinto

PT (Portugal) Lusofona University

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“Looking South to see North: African art as Model for European painting. Revisiting Carl Einstein Negro Sculpture (1915)”

Tatiana Alekseeva

ES (Spain) Yale University

tatiana.alekseeva@yale.edu

“Dancing Signifiers in the Internet Stage”

SESSION THREE

Tuesday, July 17

14:00 - 15:30

Room: MTB 311

Cinema and representation of realityChair: **Denize Araujo**

UTP, Brazil

Ruchi Subhash Joshi

IN (India)

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“CINEMA NOVO - WHEN FILMMAKERS AWOKE TO REALITY”

Beatriz Morgado de Queiroz

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“Hélio Oiticica and the deny of the cinema”

Inês Gil

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PT (Portugal) Universidade Lusófona de Humanidades e Tecnologias

“Atmosphere: a filmic element”

Thalita Bastos

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BR (Brazil) Federal Fluminense University

“The strategies of reality in horror cinema”

SESSION FOUR

Tuesday, July 17

16:00 - 17:30

Room: MTB 311

Psyche and Identity in Visual CommunicationChair: **Anton van der Hoven**

University of Kwazulu-Natal, South Africa

Sunny Yoon

KR (Korea, Republic Of) Hanyang University

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“Spiritual Salvation in a form of popular culture: South Korean cinema 'Secret sunshine' and 'Thirst'”

Julio Cesar Lemes de Castor

“Lacanian discourse and rhetorical strategies in Advertising”

João Anzanello Carrascoza

BR (Brazil) Escola Superior de Propaganda e Marketing

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“Discursive memory and advertising films of consecrated brands”

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Rosa Cabecinhas

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Lurdes Macedo

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PT (Portugal) Communication and Society Research Center University of Minho

“Culture and autobiographical memory: an analysis of the documentary series 'I am Africa'”

SESSION FIVE

Wednesday, July 18

14:00 - 15:30

Room: MTB 311

Business Meeting**SESSION SIX**

Wednesday, July 18

16:00 - 17:30

Room: MTB 311

South- North dialogue and visual communicationChair: **Myounghye Kim**

Dongueui U. South Korea

Jose Mauricio C M Silva

BR (Brazil) Mackenzie

Presbyterian University

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“Cultural circuits between North and South: post colonialism and visual language of Brazilian samba schools in Portugal”

Jill Arnott

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ZA (South Africa) University of
KwaZulu-Natal
“Material Cinema and the
“Global South”

Hrishikesh Ingle

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IN (India) The English and Foreign
Languages University
“Bridging the South-North Divide:
Iconicity in Popular Hindi Cinema”

Denize Correa Araujo

BR (Brazil) UTP
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“North-South visual imagery and
imaginary borders”

Peyi Soyinka-Airewele

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US (United States), Department of Politics
Ithaca College Ithaca
“Mutiny of the Margins and Tensions
of Globalism: Negotiating Culture and
Independence in the Nollywood
Cinematic Landscape”

SESSION SEVEN

Thursday, July 19
09:00-10:30
Room: MTB 311

Visual Praxis

Chair: **Ana Serrano Tellería**
Basque country U. Spain

Edgar Gómez

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Elisenda Ardèvol

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ES (Spain) Universitat Oberta de Catalunya
“Studying visual culture beyond
representation; an ethnographic
approach to image as practice”

Handan Vicdan

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Seçkin Özmen
TR (Turkey) Istanbul University
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“Consumption Trap by Means of
Television Series”

Sandra Ristovska

US (United States), Annenberg School for
Communication, University of Pennsylvania
ristovska@asc.upenn.edu
“Documentary Film Reception and the
Voice of the Visual”

Tanja Sakota-Kokot

ZA (South Africa) University of the
Witwatersrand Wits Film and Television
School of Arts
tanja.sakota-kokot@wits.ac.za
“Understanding Community, Culture
and Identity within a Modern World in
Craig Freimond's Material the Movie”

SESSION EIGHT

Thursday, July 19
11:00 - 12:30
Room: MTB 311

Still and Silence in Image

Chair: **Tanja Sakota-Kokot**
University of Witwatersrand, South Africa

Fernando do Nascimento Gonçalves

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BR (Brazil) State University of Rio de Janeiro
“The last picture: “death and life” of
photography in Rosângela Rennó”

Alvaro Mailhos

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Carolina Morquio
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UY (Uruguay) Universidad Católica
del Uruguay

“Assessing the Affective Impact of
Newspaper Images - Contributions
from experimental psychology”

Hossein -- Afkhami

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IR(Iran) Allameh Tabatab'ei University
“Representation of Death Images of
Friends and Foes in Iranian
Newspapers”

POSTER SESSION

Roberta Simon

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University of Brasilia (Brazil).
“Reading images from fiction and poetics:
a sacred experience of communication”

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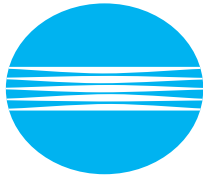


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