

Participatory Communication Research Section

Abstracts of papers presented at the annual conference of the
International Association for Media and Communication Research¹

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

Id: 19479

Title: Participatory Hermeneutic Practices: The Reflective Consumer

Session Type: Individual submission

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Abstract: Research announced as structured by hermeneutic philosophy - or its intellectual genesis of practice theory - occupies a significant role in advertising studies as elsewhere in business schools. This paper presumes to discuss and dissect that role by (re)turning to core concepts in hermeneutic practices theory, so augmenting the analysis of consumer practices, their self-reporting of narrative from visiting malls to viewing television. It draws as exemplars on participatory response in shops or simply being mundanely in a mall - 'embodied meaning-making' (Wetherell, 2012: 4). In doing so, it distances itself from empiricism/ positivism, views of perception as passive.

The paper commences from the philosopher Heidegger's - and Hume's - concern with their foregrounding 'familiarity' of 'being-in' the material world as underwriting the very possibility of understanding everyday life. In lacking such an enabling recognition - experiencing 'surroundings' as fundamentally a hermeneutic 'homeland' - we could not actualise being-in-the-world as already meaningful mode of consuming, thereby enjoying 'a contrast between space, as tied to measurable extension, and space as tied to place, to that in which one dwells' (Malpas, 2006: 78).

Guided by its project of re-viewing reflection in marketing theory (critically assessing work by Craig Thompson), the paper advances spatio-temporal concepts of tacit generic practice, shaped by - or embodying - participant 'horizons of understanding' (Gadamer, 1975). It so considers 'what constitutes our core cultural constructs in consumer behaviour' (Giesler and Thompson, 2016: 497).

The paper draws on hermeneutic philosophy to further a practice perspective view of human behaviour as at its foundation a recurring process of constructing participatory meaning, regarded as presuming, projecting and producing narrative, where entities consumed are 'primordially' implied to be (dis)enabling 'equipment' (Heidegger, 1962). By laptop understanding-in-use virtual meaning accrues to materially significant equipment. Thus practices are tacit, tooled and customarily 'ready-to-hand'. 'Things matter, and some things matter a lot' (Turley and O'Donohoe, 2012: 1332, 1338).

From a hermeneutic perspective, for this paper, familiar, habituated activities, undertaken in the absence of reflective consideration but nonetheless producing embodied narrative, are practices - or 'ready-to-hand' (Heidegger, 1962) equipped action enabling 'being-with-others' (ibid). Using a hammer can produce - eventually - the house. Hermeneutics analyses how such narratives are built, with tacit anticipating resting on assumptions about the world (or in Heidegger's terms 'projection' from a 'horizon of understanding') and our integrating expectation with event. Having mapped this perspective on hermeneutic practices, it is used here as template in considering participants' power, celebratory and critical horizons of understanding emplaced within product enabled behaviour.

In short, the paper argues that consumers' (i) tacit understanding of practices (in which little self-monitoring occurs) be not conflated with (ii) a participatory yet transformative celebratory and critical reflecting. Both modes of their understanding need in turn to be distinguished from (iii) the

narrative contribution as participants to research focus group or interview as their later considering surfaces and (iv) researcher interpreting as 'secondary derivative' (Alvesson and Skoldberg, 2009).

Id: 19558

Title: What are the outcomes expected from media and communicative actions in development for critical social change? A quest for social justice

Session Type: Individual submission

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Abstract: Development communication has evolved according to the overarching goals of the development programs and devcom theories during each historical period, starting with the inception of development as a strategic goal of a state, particularly in the newly-liberated European colonies in much of Asia, Africa, and the Caribbean. Communication was seen as the missing link in the development chain and it was considered the task of the media and devcom to inform and educate the masses. communication models tended to be linear, one-way, top-down and prescriptive from the change agency to the people. Much of this began to change, starting in the 1970s. Change now included a widely participatory process of social change in a society and included social and cultural aspects besides the economic. Participatory approaches such as the participatory rural communication approach, participatory action research, or the liberation theology of Paulo Freire were influenced by the social change communication model based on the interpretive/critical theory and methodology. While the participatory mode of communication for development programs and activities was a welcome addition to the devcom toolbox, the definitions of participation reflected a wide variety of approaches. In many contexts, the level of participation required by the people were low and perfunctory.

Toward the end of the 1980s, the concept and practice of empowerment expanded upon the earlier objective of participation in development communication models and practices. The concept of empowerment is frequently referenced in the disciplines noted above but was missing or inadequately explicated in development communication. Development communication in an empowerment paradigm has the goal of empowerment of the people, building of local capacity and equity. The objectives of development communication activities are now expanded to include the activation and the sustainability of social support systems, social networks, empowerment of local narratives, facilitation of critical awareness, and facilitation of community power.

As we entered the 21st Century, new challenges have sprung up. Today, we face grave risks and dangers to our ontological security. For devcom scholars and practitioners the greatest threat to progressive change is that the risks and dangers are differentially distributed around the globe between the privileged and marginalized individuals and communities. The overarching goal of change is now framed as a quest toward social justice in development and change. We need to broaden the scope of devcom. Scholars, practitioners, and administrators are putting an increased emphasis on social justice in directed social change. An important objective is to redefine how devcom could play a useful role to address and counter inequality and injustice in development and social change. Specifically, what outcomes are expected from media and communicative actions and what should be the principal communicative actions to facilitate the outcomes desired? This paper will explore a new avatar for development communication. It brings together the traditional

as well as radical communicative actions from areas such as participatory action research, community organization, action research, and other related models in a quest for social justice in the field of communication for development.

Id: 19634

Title: Participatory Communication in International News Production (Video presentation)

Session Type: Video Submission

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Abstract: Research Question: How is international news production a form of participatory communication?

Theoretical Framework: participatory journalism (co-construction theories, amateur and citizen journalism) vs professional or traditional journalism

Methods: In order to find out whether international news production takes place in form of participatory communication, 252 news videos on the events of the Arab Spring produced by Al Jazeera English, France 24 English, euronews English and Press TV English, were analysed using a Grounded Theory approach and critical discourse analysis. Additionally, interviews with representatives from these organisations were also held so as to understand how news is produced using material from various sources. Various forms of contributed material were identified, ranging from interviews and citations to amateur and State TV content. The integrated content was identified and analysed so as to understand how it was presented for the final viewer. The findings of this study will contribute to participatory theory in the field of journalism and international news production.

Pre-recorded Video Presentation Format Proposal:

1 - 3 Minutes : Presentation introduction

4 - 8 Minutes : What is Participatory Theory? How can this be compared to the theories of co-construction?

9 - 12 Minutes : Theoretical Framework, Co-construction: Jacoby and Ochs, (1995), Brown (1977), Cross (1977), Diakhaté and Akam (2016), Ferguson (1964), Goodwin and Yaeger-Dror (2002). Participatory journalism: Vincent (2015), Radsch (2011), Rosen (2008), Bowman and Willis (2003)...

13 - 17 Minutes : Examples of participatory journalism in the Arab world during the time of the Arab Spring

18 - 20 Minutes : Conclusion

Id: 19642

Title: Why Contemporary Democratic Discourses Impair Participatory Communication and what Ubuntu Can Do to Help

Session Type: Individual submission

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Abstract: Contemporary democratic discourses are frequently, though not exclusively, characterized by an attitude of ‘pro and con’ or ‘left and right’ where the aim is to persuade others, a jury or an audience of what is right and what is wrong. These divisive tendencies are reflected and heightened by the media, who, in turn, reduce what are essentially complex interrelated issues into over-simplified frames that boost ratings and make the consumption of information easier, thereby obliterating a wide array of diverse or gentle voices. As such, political debates, talk shows and many other forms of public discourse, even those that resist a commercial focus in favor of an ethos of public journalism, frequently employ agonistic modes of communication that systemically amplify authoritarian, violent, populist, nationalist, racist, misogynist and many other extreme voices, betraying deeply conflictual assumptions around the way in which we perceive human relations. Underlying this type of discourse, then, is the normative assumption that our affairs inherently clash and are best governed through struggles and contests. Yet, this prevalent adversarial approach obscures valuable insights, silences diversity and participation and fosters division where collaboration is possible and quite possibly desirable. The epistemological source of this phenomenon lies in our suppositions around power. Power (and the way in which we relate as human beings) is largely (and unconsciously) conceptualized in conflictual terms. Yet I argue that this conception of power is but one facet of a complex phenomenon and that alternative normative and epistemological approaches are worth considering. Of particular interest is the African moral philosophy of Ubuntu, which offers a deeply relational locution of power that significantly contrasts conflictual notions and can shape thoughts, actions and discourses towards non-partisan and participatory ends. Outlining what Ubuntu communication looks like in theory and practice, I argue that it provides the space to think and speak in ways that support harmonious and cohesive societal structures and practices. Its approach to communication rests on the premise that the various interests of individuals and groups, while richly diverse, can be conceived of as profoundly bound-up rather than incompatible. It sees power as immaterial force and as that which is between people rather than something to be had or held. Cutting through all parts of our socio-political realities, then, communication informed by Ubuntu enables broader lines of action and a wider scope for achieving diversity and common ground. When power is recast as mutual empowerment, communication becomes a deeply participatory process that allows for ordinary citizens to gain more control over their everyday lives, validates their humanity and dignity, and prevents them from being subjected to forces that cancel out their subjectivity. It provides the space to evolve discourses in ways that support cooperation and participation and promulgate dignity and justice.

Id: 19726

Title: Communication brokers in new construction projects: Case study on participation discourses in Jätkäsaari, Kalasatama and Zeeburgereiland

Session Type: Individual submission

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Abstract: The demand to expand citizen participation in urban planning has been discussed in the sphere of urban planning theory from the 1980's onwards (e.g. Healey 1997; Forester 1989), but particularly widely since the early 2000's. There has been a paradigm shift from functionalistic planning to communicative planning in urban planning theory and the outspoken planning strategies of city organisations. (Innes & Booher 2004; Bäcklund & Mäntysalo 2010.)

As urban planning claims to take on a more inclusive and dialogical task, there is need for research that analyzes the depth of citizen participation in municipally led planning endeavors. There seems to be a gap between public discourse on participation and planning realities: how do participatory communication ideals take form in urban planning between municipality and its citizens? This article explores the concept of communication brokerage and a neighbourhood's communication resources in the framework of communicative urban planning.

This article looks at how the concept of communicative urban planning and participation takes form in city officials' discourses in new construction projects in Helsinki and Amsterdam. I examine and question the planner's role as a communication broker (Burt 2005) or a mediator (Forester 1989). I aim to integrate communication research and urban planning theory as a tool to dissect the participatory quality of new construction projects.

Research questions explored in this article are:

- 1) How are communicative urban planning and citizen participation conceptualised in urban planners' discourses in urban brownfield construction projects?
- 2) Can communication brokerage and the mediation of an urban planner advance participatory communication? Does it pose pitfalls?

The article has a double function. Firstly, it examines what kinds of discourses city officials produce of communicative urban planning and participation in new construction projects. By analysing participation discourses, I aim to identify difficulties and current issues city officials report facing in citizen participation. Secondly, I examine how city officials possibly see themselves as mediators in the task to actualise participatory planning (and communication). A goal is to locate gaps and structural holes in communication and produce knowledge on how participatory communication is conceptualised by the municipality. The paper takes a critical view on

participation and asks, what do we really talk about when we talk about participation in urban planning.

The case neighbourhoods are Jätkäsaari and Kalasatama in Helsinki and Zeeburgereiland in Amsterdam, all three of which are previously uninhabited 'urban brownfields', situated by the sea, previous harbour areas and are situated close to the city center. All three neighbourhoods are to be built densely to meet the demands of a growing city. The data consists of 22 expert interviews with key architects, interaction specialists and project leaders in Helsinki and Amsterdam. This article strives to contribute to theory on participatory urban planning and urban communications research, bringing urban planning and communications research closer together.

Id: 19729

Title: Proximity journalism - Do journalists pick up the GPS signal from citizens'

Session Type: Individual submission

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Abstract: The media have been expanding the spaces for which the public is invited to contribute, through comments, sending photographs, videos or texts. In addition, the media have focused on the use of social networks such as Twitter, Facebook, Instagram, Youtube and Snapchat, with the aim of increasing the audience, on the one hand, and strengthening links with it, on the other.

This transformation of audiences into communities is particularly relevant in the context of regional and proximity information. In fact, proximity journalism has always had the participation of the public as its driving force. Therefore, the full use of the internet and social networks would seem obvious and fundamental for the revitalization of local information, whose value is so often questioned in this era of information globalization. But is this really being put into practice?

In this investigation, it will be sought to know this. The question is: how are the multiple channels for interactivity, opened by technologies, being used by the regional media and its journalists and by the public? In order to obtain answers, an investigation will be carried out focusing on the Portuguese reality, in particular on five regional media with a presence on the Internet. This study will cross three aspects: (1) analysis of the permanent or occasional spaces dedicated to the participation of the public in these media; (2) analysis of citizens' participation in social media sites and networks and possible feedback from them; (3) interviews with journalists of these media.

In the end, the aim is to realize two things: what is the true role of citizens and journalists in the proximity information and what can be done to enhance the social, individual and cultural capacities of these local media on a global platform.

Id: 19735

Title: End Stigma/End HIV-AIDS: A Forum Theatre Intervention Using Participatory Communication Methods

Session Type: Individual submission

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Abstract: This study reports the findings from a three-year project aimed at reducing stigma surrounding HIV-AIDS testing and treatment in San Antonio, Texas, U.S.A. The project used participatory communication theories and methods both to develop Forum Theatre performances and to guide community dialogues focused on stigmatizing experiences surrounding HIV-AIDS testing and treatment.

Within the health care community devoted to testing and treating HIV-AIDS, stigma is considered the greatest social impediment to progress in combatting this illness. Because of the stigma surrounding HIV-AIDS, people avoid getting tested and often fail to seek or fall out of treatment after diagnosis.

Advancements in science have resulted in treatment regimens that are so effective that an end to the HIV-AIDS epidemic is completely feasible today. Single-pill treatments with minimal side effects are highly effective at reducing the viral loads of HIV-positive individuals to “undetectable” levels. Once an individual’s viral load is suppressed to undetectable levels, HIV cannot be transmitted, even through condomless sex and sharing of injection needles. The challenge facing health workers today is not effective treatments, but impediments to testing and care.

This study will provide a detailed description and analysis of how participatory communication approaches contributed to the development of the Forum Theatre performances and discussions with community members in San Antonio, Texas in the summer of 2018. Forum Theatre is a performance theory that emerged in the 1960s in Brazil and was based on many of the same theoretical presuppositions underpinning the dialogic communication approaches used by Paolo Freire (Boal, 2008). Forum Theatre productions present social problems by drawing on the experiences of people suffering from the issue. Performances are followed by discussions with audiences—conceptualized as “spect-actors”—who are invited to take the stage in repeated performances immediately following the community discussion. Spect-actors are invited to stop the action in the repeated performances, replace actors from the original play, and change the scripted behaviors to alter outcomes and generate responses to the problems.

In this project, 33 individuals in the at-risk or HIV-positive population were interviewed regarding their experiences with HIV-AIDS testing and treatment. Stigmatizing experiences were coded and analyzed and served as the preliminary step toward creating two performances that were staged in eight different venues in the summer of 2018. Audience discussions and spect-actor performances were documented in field notes and audio recordings. Interview transcripts, field notes, and audio recordings of the discussions and performances serve as the basis for this description and analysis. Findings from this research contribute to both the literature on Forum Theatre and participatory communication for social change. First, this study demonstrates the utility of systematic

interviewing in crafting the Forum Theatre performances. Previous research calls for the participation of affected populations in the crafting of performances, but fails to provide much guidance on how this might be done systematically. Second, the performances affirmed the value of participatory communication in theatre as audiences developed multiple, creative interventions to confront stigma at the individual, institutional, and community levels.

Id: 19765

Title: Understanding the role of communication in expanding social capital and empowering communities for international development

Session Type: Individual submission

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Abstract: Building social capital is an underlying assumption for community development work that increases health outcomes. Social capital is “the actual and potential resource that is embedded in, available through, derived from social networks of relationships” and is something that exists among individuals and organizations, which emerges from connections between entities and is further developed through trust, mutual understanding, and mutual actions, based on shared norms and values. Most research assumes social capital is a one-way proposition, flowing from NGOs to communities. We need to consider whether NGOs simply utilize existing social capital within communities or if they actually build social capital as is assumed. Another important question is how much pre-existing social capital is necessary for NGOs to successfully work with communities. When it comes to health outcomes, communities with higher existing social capital are well-placed for better outcomes because research has shown it is linked to increased diffusion of healthy behaviors, increased collective efficacy, increased access to services through social organizations that ensure access, and increased psycho-social processes among individuals living in communities with increased social capital. Islam and Morgan (2012) found that local NGOs’ communication and knowledge-sharing practices strengthened linking capacities with outside agents, and improved critical awareness among beneficiaries about their needs.

This study seeks to examine the role of communication in building, enriching and/or draining social capital in communities, as well as perceptions of social capital’s influence on improving and sustaining outcomes. The authors conducted in-depth interviews with Kenyan staff at NGOs working in Kenya and their beneficiaries in Kenya. The beneficiaries also completed a social capital questionnaire and network analysis map. Initial results suggest social capital may be two-way in that NGOs build social capital in some communities, relying on pre-existing social capital for better outcomes, however, communities also create social capital for NGOs. A two-way framework for social capital reveals a supply and demand conceptualization. The supply-side focuses on building the capacity of NGOs to meaningfully engage with local stakeholders, whereas the demand-side focuses on leveraging the existing capacity of the community to effectively engage practitioners. Practitioners have long voiced frustration and blamed project failure on stakeholders who do not have the capacity and skills to effectively engage. These skills are important to enable the community to effectively demand or utilize participation spaces. As a Kenyan staff member from an

international NGO said, “It goes both ways. There are some communities that are empowered enough to demand and to say what they want and I guess this is where organizations shy away from community participatory processes and processes that build community social capital because then they start to demand and say what they want as opposed to docile quiet communities that you can push around.” Another Kenyan staff member reiterated this, adding, “the more social capital they have, the more they are able to influence the organizations.” We are building a framework to understand how a two-way approach to social capital is mutually beneficial in facilitating community empowerment and sustaining outcomes.

Id: 19825

Title: When the chant fades and media agenda shifts: re-centering decoloniality and the South African academia.

Session Type: Individual submission

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Abstract: The equitable participation of various groups in the education sector has been the driving thrust of the communication for social change activism among the youth in South Africa. In 2015 a revolutionary wave of student protest swept across South Africa clamoring for social change in the tertiary education sector and demanding the decolonization of the South African universities. The student protests influenced national and international student movements demanding a decolonized academe. The protest inspired series of news report, debate shows and media coverage that dominated the media agenda in 2015 and 2016. For about two years the discourse of decolonization of university dominated the South African media agenda. TV shows provided public debates on the issue (cf the SABC The Big Debate - <https://www.youtube.com/watch?v=hFIp9h4znyc>), there were radio phone-in talk shows, newspaper cover stories and the social media platforms were virtual domains of debates about the decolonization discourse. Subsequently, series of social and academic discourses emerged about decolonization of South African academia with a broader demand for social change in the tertiary education sector. However, two years after, the student chants have faded and media agenda has shifted, there is a return to 'normalcy' as many universities continue to function as usual. Although some of the students' demands were met, many issues around a decolonized academy are largely ignored.

This paper aims to re-center, re-focus and demand that the need to decolonize South African academe remains a critical priority towards equitable involvement of various groups and the participation of the cultural groups once marginalized. But to achieve this, what should South African academe decolonize from? This paper engages this question through a critical, theoretical, and intellectual discourse of coloniality in order to rethink the academia in South Africa. Drawing from Anibal Quijano's critical discourse of coloniality of power this paper (re)visits the nature of coloniality, explores approaches to decolonization and situates these understandings to the academia in postcolonial South Africa. A polycentric approach to decolonization is supported with a goal of a broader social change in education. Amongst various approaches and theoretical propositions about the decolonization of South African academia, the thesis here proposes confronting three core elements of the matrix of coloniality- racialization, hegemonic Eurocentrism and economic coloniality of the capitalist system- with a goal of social change in the tertiary education sector and the active participation of the once marginalized group.

Id: 19886

Title: The Politics of Participation in Cultural Policy Making

Session Type: Individual submission

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Abstract: Malaika Cunningham, PhD Candidate

Elysia Lechelt, PhD Candidate

School of Media and Communication

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Participatory policy-making initiatives like participatory budgeting and citizen assemblies have long been heralded as a way of increasing and deepening democratic engagement (Davis and Ostrom 1991; Pateman 2012). In the UK, this has been especially apparent within the social care and health sectors (Needham and Carr 2009), where projects like NHS Citizen have attempted a co-productive approach that ensures ‘the people delivering and planning services and those using them are equal partners in the design, delivery and review of services’. This comes at a time when public spaces which provide space for political discourse and democratic engagement, such as youth centres, libraries, museums and community centres, are depoliticised or so drastically underfunded that they are forced to close (Fenton, 2018). Furthermore, the neoliberal view of democracy, which essentially casts citizens as consumers (Brown 2016), still rules the political imaginary. In this context, these co-produced initiatives hint at a route to more democratically inclusive policy practices; however, more work needs to be done with regard to how these policy strategies are being adopted and to what extent they move policy development forward in democratic and just ways.

Our paper investigates how participatory policy-making has been extended to contemporary cultural policy and the impact of these strategies on democratic engagement. Using Leeds, a middle city in the UK, as our case study we explore how the city’s most recent ‘co-produced’ cultural plan (2017/2018) engages with notions of an ideal democratic space. More specifically, we look at both the strategies development processes as well as the outcome, that is the plan itself, and question how these empirical practices foster or restrict an ideal democratic space.

Our study presents a new theoretical framework which details 4 key elements necessary for meaningful democratic engagement: inclusivity; listening; a focus on the common good & political efficacy. This framework has been constructed through an in-depth review of the literature surrounding the concepts of participatory and deliberative democracy (Pateman 2012; Elster 1998; Arstein 1969). By applying this to a discourse analysis of the city’s cultural strategy, alongside

interviews with the stakeholders involved in its creation, we are able to evaluate the ways in which this specific form of participatory policymaking succeeds and fails in encouraging local democratic engagement. It is our hope that that our overreaching research may contribute to broader discussions around cultural policy and the democratic issues and opportunities of participatory policymaking more broadly (Jancovich & Bianchini 2013; Hesmondhalgh 2017; Tommarchi, Hansen & Bianchini 2018).

Id: 19915

Title: [Panel] Role and place of media and communication in progressive social change, Panel Description

Session Type: Panel Submission

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Abstract: Moderator: Srinivas Melkote, School of Media and Communication, Bowling Green State University, USA, <melkote(at) bgsu.edu>

This panel will address theoretical and applied research pertaining to the role and place of media and communication, including participatory approaches, in progressive social change. This complements this year's IAMCR Conference theme of communication and human dignity. Collectively, the papers in the panel will address many relevant questions and themes such as

- The widening inequality among people and countries and the damaging effects of neoliberal economic and social policies on progressive social change. How could development communication play a useful role to address and counter inequality and injustice in development and social change?
- How did neoliberalism's biases lead to the logic of a financial emergency that was imposed on impoverished places such as Flint City in the state of Michigan in the US, which affected the material conditions (such as the drinking water infrastructures) of its residents' capacity and capability of leading a healthy and meaningful life? How and why did the instrumental freedoms enjoyed by the residents get overrun and submerged beneath the image of Flint as being financially derelict?
- What are the challenges to a deeper understanding of social change processes such as modernization and dependency, and communication processes such as the participatory approaches in progressive change? Such approaches have evolved on a linear and chronological timeline and do not address the complexities of social change. On the other hand, complexity theory helps provide an alternative theoretical understanding of this complex dynamics that is constituted by ongoing entropy and instability - conditions that result in the emergence of varying patterns and structures as the system evolves and organizes itself around something new.
- What is the role of creativity within development and social change initiatives? How could innovative techniques such as Creative Aerobics be used in developing innovative and impactful communication messages to advance progressive social change?
- What are the meanings and implications of terms such as 'inclusion' and 'diversity' that are bandied about in different spheres including the academy? How are these goals related to the right to voice and visibility? How are the experiences and ideas of vulnerable groups such as immigrant students in an American university setting represented by inclusion and diversity drives? What is the extent of support provided to vulnerable groups that support individual expression and social participation based on dignity, equality, respect and fair play?

Id: 19916

Title: Devcom in an Era of Neoliberalism: A Critical Analysis (Video presentation)

Session Type: Panel Submission

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Abstract: To provide a context, I will briefly discuss critical development literature and concerns on widening inequality among people and countries, especially the damaging effects of neoliberal economic and social policies on progressive social change. Could development communication play a useful role to address and counter inequality and injustice in development and social change? I will then attempt to identify challenges/alternatives to neoliberalism by examining movements encompassing activist and radical social and political action for progressive change and attempt to distill communicative actions they have employed to achieve social justice outcomes. Finally, I will present a conceptual/operational framework for directed change anchored in communicative actions that address and counter inequality and injustice in directed change. A new avatar for devcom will be described within this new framework.

Id: 19918

Title: Flint City, United States: Infrastructure as Media of Freedom, and Technologies of "Ressentiment"

Session Type: Panel Submission

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Abstract: In this essay I explore how neoliberalism's double impulse towards overt austerity and covert resentment unfold across the geographies of Flint's water infrastructure and material conditions of possibility for leading a meaningful life in the city. These conditions of possibility are the technologies of and literal groundwork for what development scholars like Nobel Prize-winning economist, Amartya Sen (e.g., 2000), often call "capabilities," or "instrumental freedoms." This geography of infrastructure communicates and composes capabilities and were used in a communicative struggle over the notion of necessary "instrumental freedoms" themselves, which became overrun and submerged beneath the image of Flint (and other Michigan cities) as being financially derelict. The essay draws on a critical reading of Amartya Sen's "capabilities approach" to poverty in the so-called developing world and advocate its application to impoverished places in developed nations to understand, in this case, key forms of invisibility imposed as a component of neoliberal austerity policies. In doing this, I explore geographies of resentment, or "imaginary revenge," in the context of the Flint crisis, which based on the logic of "financial emergency" allowed for the production of toxic forms of invisibility.

Id: 19920

Title: Voice and visibility in the academy: How inclusive are the diversity initiatives in American universities' (Video presentation)

Session Type: Panel Submission

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Abstract: “Inclusion” is a much-banded term and its use in academe is notable, paired with another popular term: Diversity. But what does inclusion mean to academics in the post-secondary system, and how do we encounter it in our institutions, and more specifically in our classes? Also, how do these goals of inclusion and diversity translate as the right to voice and visibility? How are the lived realities, aspirations and rights of groups such as immigrant students and non-traditional learners* represented by inclusion and diversity drives in American university settings? What is the extent of support provided to vulnerable groups such that their individual expression and social participation based on the ideals of dignity, equality, respect and fair play are affirmed?

As an individual of color and a female professor at a state university in the mid-west who has been fortunate enough to escape the negative aspects of these identity markers, I wrestle with these questions as I learn to adjust in an environment, which, while being short on diversity, professes to and strives toward more equitable treatment of “Others.” My focus is not my own survival in the system but how I encounter other “othered entities” and adjust my own expectations of their capabilities as students in our academic unit. The focus of this paper is not just on the communicative abilities of students who may be new immigrants from other countries where English is not the language of communication, but also on students who are the first in their families to enter the halls of post-secondary academe sans the elan of their peers who have been groomed to “do school”. This paper will attempt to find some answers to the questions raised above by looking behind the façade of inclusion and diversity initiatives at an American University. It will also examine how we, as academics, give expression to these initiatives and create spaces for “the Other” to express their identities.

Id: 19951

Title: "The Kids of the Cardboard Boxes are Back on Top Again': Leveraging Immersive Media for Social Change

Session Type: Individual submission

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Abstract: This paper analyses empirical work undertaken by the authors in Câmara de Lobos, a town at the remote edge of Europe. In the 90's, many children from this town became known as the "kids of the cardboard boxes", as they were forced to beg in the larger city of Funchal and frequently used shoeboxes to collect their earnings. The children were often denied meals if they failed to meet their daily quota, and they were vulnerable to exploitation due to their desperate circumstances. This issue became a painful memory across the island of Madeira. Several years later, artist António Rodrigues was commissioned to make a piece of public art and chose to honor the "kids of the cardboard boxes". Subsequently, the piece never saw the light of day, and to this day is still being stored in a parking garage. The authors sought to talk with the community, find this hidden sculpture and learn more about both the social issue and the sculpture itself. In May 2018, the sculpture was found and filmed with a 360-degree camera. Baía Reis created a short 360-degree video documentary asking the viewer to explore the storage space through virtual reality (VR) goggles. After the public release of this VR piece, it was heavily covered in Madeiran media. Pressure from journalists and some members of the community caused city council officials to promise to bring the sculpture back out into the public. Drawing on rapid ethnographic methods (Millen, 2000), this research was approached as a kind of analytical reportage, with the researchers acting as translators or cultural brokers between the culture under study and the reader (Anderson, 1992). This approach proved to be effective in obtaining a reasonable understanding of the aforementioned issue given the significant time pressures and limited time in the field (Millen, 2000). Thus, researchers acted as facilitators between the community, the artist, the regional media, and the political stakeholders, enabling them to engage in a comprehensive dialogue. The analysis of the empirical work references key studies in the field such as studies on the feelings of immersion and presence (Heeter, 1992; Slater and Wilbur 1997; Kim and Biocca, 1997; Witmer and Singer, 1998), immersive media (De La Peña et al., 2010; Aronson-Rath et al., 2015; Owen, 2015;

Speir, 2015, Jones, 2017), social and cultural awareness (Quappe and Cantatore, 2005; Rakotonirainy et al., 2009), and 360-degree video and empathy (Bandura, 1997; Kumano et al., 2011; Jackson et al., 2015; Archer and Finger, 2015; Hill, 2016; Swant, 2016; Chirico et al., 2017). Dissecting this empirical case will take on two strands, looking at what the role is of immersive media (XR) in contributing to addressing taboo subjects in small communities, and what circumstances enable the use of XR to encourage positive attitude change and open dialog around taboo issues. Considering that XR encompasses both potentialities and limitations (Bailenson, 2018), the main goal of this article is to analyze and reflect on the potential of using XR for pro-social attitude change.

Id: 19982

Title: Driving Social Change through Forum Theatre: An Ethnographic Study of Jana Sanskriti in West Bengal, India

Session Type: Individual submission

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Abstract: Jana Sanskriti Centre for Theatre of the Oppressed was set up over three decades ago as a pioneering initiative in the eastern Indian state of West Bengal for development of the individual self, the community, and to bring about wider social change using a form of theatre designed and made famous by the Brazilian theatre activist and scholar, Augusto Boal. In the last thirty years, Jana Sanskriti (JS) has engaged communities in rural West Bengal, especially in the Sunderbans area (South and North 24 Parganas districts), to address critical issues like child marriage, domestic violence, child trafficking, maternal and child health, and alcoholism.

This paper examines this as a case of a participatory communication initiative for social change. With about 30 theatre teams reaching out to an approximate audience of 200,000, Jana Sanskriti is easily one of the largest such operations anywhere in the world. Our team conducted a participatory evaluation research approach, adopting methods such as participant observation of village-level performances, focus group discussions and in-depth interviews with organizational representatives, grassroots activists, performers, and community members.

Using theatre of the oppressed or 'forum theatre', JS uses the methodology of repeated creative engagement to not only initiate public discussions and foster critical thinking among the people of the area, but also to promote community-led actions on the ground.

Inspired by Paulo Freire's landmark work on education, Pedagogy of the Oppressed (1968), the JS initiative in a State long ruled by a Communist government, promotes critical thinking among people by engaging them in plays, and thereby, attempting to bring about transformative changes in society and the polity. This type of theatre activity involves the players in well-designed and structured games that sensitize them to basic human communication and enable the creation of a

community-based forum for initiating dialogue, deliberation, and instigate the Freirian reflection-action-reflection cycle.

The performative strategy of this pioneering theatre group seeks to flatten the hierarchy between the actors and the audience and encourages audience members to enact different courses of action based on their own life experiences and definitions of the situation. This process empowers otherwise marginalized members of the community to speak up and question dominant narratives and ideologies. Theatre of the Oppressed as practised by Jana Sanskriti interrogates hegemonic social structures and helps trigger a process of collective resolution of problems.

Id: 20003

Title: Who are the contemporary activists represented on Portuguese TV news and what are they fighting for'

Session Type: Individual submission

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Abstract: In the history of liberal democracy, and hence of the democratic state, social movements have been considered as the fundamental intermediaries for civic participation. In European history they are directly related to the emergence of an open and active "public sphere". It has been under the pressure of social movements of various kinds that the system of representation has been constituted. Along with freedom of conscience, discourse, industry, religious belief and the press, free association emerged as an invention that began to build institutions and practices that recognize collective identities (Della Porta, 2015: 768-770). Recently, significant social changes have taken place because contemporary social movements can become organized globally and are no longer limited to their places of action (Kunsch and Kunsch, 2007: 10).

Recognizing that an active civil society and a free press and internet are very important hallmarks of liberal or representative democracies, it should not be denied that the Internet is increasingly presenting itself as a specific territory for public intervention and political and civic participation, particularly among young people. However, this "emancipatory, democratic and participatory role" also brings risks and challenges, particularly regarding the balance between the traditional and "virtual" forms of activism and its different publics (Campos et al., 2016:42-43). Online activism has been criticized for not being followed or complemented by forms of offline participation, and often rejected as clicativism or slacktivism (Gladwell, 2011; Halupka, 2014; Karpf, 2010; Morozov, 2009; Shulman, 2009).

Despite the increase penetration of the internet, television continues to be the privileged mean for the majority of citizens in Portugal to have access to information (Burnay and Ribeiro, 2016: 6). Portugal follows a European trend since television remains the most common medium used by European citizens (Eurobarometer Standard survey - 88). However, media discourses do not reflect the plurality of perspectives existing in society, significantly affecting the exercise of democracy and distorting the integration of social diversity (Morais e Sousa, 2011:4-13). Taking into account this central role that television continues to play as a source of news for the majority of the population, our study aims to uncover how activism has been portrayed on the Portuguese free to air TV stations.

A content analysis of the news dealing with the concepts of "activism" and "activists" aired on the four Portuguese free-to air-channels in 2017 will be presented allowing a better understanding of what movements and what causes the Portuguese television information exhibits as activists. During 2017 the four free-to-air television channels (RTP1, RTP2, SIC, TVI) broadcast 3607 news

programs and 263, only 7%, of these contained references to the concepts of “activism” and “activists”. The largest representation concerns to activist movements defending international causes. These references are related to manifestations around the world anti Donald Trump decisions regarding human rights, they refer to mobilizations against various political tensions in Europe related to the reception of refugees and the conflict in Syria and to other causes anti-racism, xenophobia and discrimination of various kinds, climate change and environmental and animal rights.

Id: 20019

Title: Chinese 'female force' Professional working women's negotiated identities through mediated discourses in an English reading group: rewarding learning, work-life integration, and networked workplace

Session Type: Individual submission

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Abstract: This paper focuses on the reading group of professional working women in Call Centres in multinational corporations (MNC) in Dalian China under the discourse of 'female force' (nvzi li) popularised on Chinese social media. In particular, we aim to examine how female professional workers manage and construct their emerging middle-class identities through participation of and in the mediated discourses fostered around an English reading group, executed both online and offline. We conduct participant observation of offline reading group activities, in-depth interviews, and discourse analysis of mediated group discussions and posts on social media (WeChat) to locate the complex participation processes and practices of these Chinese working women.

This paper sits at the complex intersections of class, nation, and gender both at home and workplace for Chinese working women, under the changing neoliberal globalisation process after China's 40 years of opening-up reform. The investigation takes place in Dalian's Software Park, established when the first outsourcing wave hit the northeast shore of China 20 years ago. The companies investigated are home to a number of aspirational working women who are tech savvy and culturally aware, representing more than 60% of the workforce. However, they have to work on either day or overnight shifts to cater for the time differences of North American and European markets in call centres. By drawing on modern identity theories and contextualising Chinese philosophy, this paper examines how traditional Chinese ethics and values negotiate with neoliberal thoughts with a unique demographic in China. To be specific, this paper looks at how the Daoist concept of 'change' works hand-in-hand with Confucius values on familial relationship and expectations of women (Hall & Ames, 1998), in addition to the feminist empowerment captured by neoliberalism and consumerism.

Previous literature has considered how people engage with traditional reading (for example, romance reading practices of females), however, less attention has been paid to why they read, for example, the broader social and cultural factors in a social media age. In addition, in media and communication studies, there is an 'entertainment turn' where scholars tend to over-celebrate the role popular media consumption can play in shaping people's everyday life. This is particularly

evident in recent fan studies on various media consumption practices in entertainment industries (see Fung, 2009; Gao, 2016; Jenkins, 2004; Yang, 2009). By contrast, this paper presents a novel and nuanced reading practice of working female readers, by going back to the everyday working and domestic experiences in a corporate context in China, taking into account the wider political economy of call centre franchisation, and the individual level characteristics of uniquely positioned working women with various social and corporate roles and expectations in a patriarchal society. In doing so, we argue that, if analysed critically, such corporate driven 'empowerment feminist reading' or 'female force' is used as a marketing campaign for organisational purposes. However, Chinese female workers did benefit from such practices as part of their middle-class identity work despite their identity negotiations and struggles in everyday encounters.

Id: 20109

Title: Observations on Context, Infrastructure, Maoism and Communications

Session Type: Individual submission

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Abstract: This presentation focusses on the provisioning of infrastructure in CSC projects and the need to factor in context. Drawing from infrastructure studies and political economy, it will deal with the provisioning of infrastructure as a reason of State and the manner of such provisionings that are, at least in the case of India, based on minimal participation. It has been argued that infrastructure needs to be seen as a 'relational concept' and that the use of infrastructure involves learning processes – be it the use of highways and the use of mobile phones – the question as to how infrastructures contribute to and becomes the basis for 'meaningful participation' remains an interesting and intriguing concern given that arguably, the factoring in of context will play an important role in how individuals and communities engage with infrastructure. Infrastructures certainly bind, but they can also divide and it can be used to control and manage populations. In other words, infrastructures are contested.

This presentation will take as its point of departure one such contestation – the anti-infrastructural stance taken by Maoists in India. While Maoist struggles represent the extreme Left in India, they typically work with indigenous communities who remain among the most marginalized in India. Maoists, as part of their strategy against the State have taken an anti-developmental stance and have targeted the destruction of government infrastructure including telecommunications. Their struggle is against the developmental model that has been imposed and the circulation of dominant modes of communications that are supportive of this model. While it is important to not romanticise Maoism, it is nevertheless important to understand the State's failure to recognise the specificity of indigenous contexts as a factor motivating such struggles. The fact that indigenous lands continue to be expropriated and given over to mining interests underlie the seriousness of the situation. Moreover, the Indian government's imposition of large scale infrastructural projects such as the Unique Identity project without proper consultation and its scant respect for privacy reflects a creeping authoritarianism.

The key objective of this presentation is to make a case for theorists and practitioners of communication for social change to take context seriously.

Id: 20184

Title: Rescuing Participation: A Critique on the Dark Participation Concept

Session Type: Individual submission

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Abstract: This theoretical reflection revisits the contemporary discussions on dark participation (e.g., Quandt, 2018). In this reflection, the notion of participation will be defined as object of political-ideological struggle (Carpentier, 2011), which is waged in many different locations, including academia. This political-ideological approach to participation will allow mapping out the different key significations of participation, including the structural difference between procedural and substantive participation. This will be combined with an analysis of the ways that the concept of participation has been translated into media practice in three distinct waves: The community media movement of the 1970s and 1980s, the mainstream television talk shows of the 1990s, and the web 2.0 and social media of the 2000s and 2010s. Through this conceptual and historical contextualisation, driven by Laclau and Mouffe's (1985) discourse theory and Braudel's (1958) *longue durée* approach, a more qualified approach towards the contemporary uses and abuses in the media field (e.g., "fake news") can be taken, asking hard questions to the dark participation approach. These questions relate to the similarities with elitist-democratic models, to the appropriateness of conceptually disconnecting participation from a democratic culture, and to the social desirability of (over)emphasizing the risks and costs of popular participation.

Id: 20220

Title: Participatory Theater as a Communication Tool for Development: Feasibility in Iran

Session Type: Individual submission

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Abstract: ABSTRACT

Development projects are not implementable without using communication tools, and in addition to mass media, using participatory communication tools in development is common today. Theatre-based participatory communication methods, in which social capabilities of theatre in its applied form serve a central role, are among the mentioned tools and have evolved into a strategy for empowerment of the oppressed in many parts of the globe. With a relative focus on different traditional theatrical forms, this article reviews the evolution of development communication theory and introduces participatory communication methods based on theatre. Then, citing the theories presented by Paulo Freire on Pedagogy of the Oppressed and Augusto Boal's work on Theatre for the Oppressed, which led to the establishment of participatory theatre, the article explains the research conducted using the Delphi method. In this research, 6 questions were designed based on the main question of the research and the answers of 19 respondents were recorded during two rounds of profound interviews. After the first round of interview, the answers were processed, documented and summarized in order to get to an overall view of the situation and the results were presented to the respondents in the second round of interviews. Hence, an indirect dialogue was established between the respondents. All of the respondents were among professionals or experienced people in the related field. The final purpose was to gain an understanding of the communicative possibilities of participatory theatre and its effects on development in Iran.

Keywords: development, communication, participatory, theatre, the oppressed

Id: 20289

Title: Voice as Silencing: Algorithmic Visibility, Recognition Costs and the Rise of Ordinary Authoritarian Voices in Brazil

Session Type: Individual submission

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Abstract: In light of the global resurgence and consolidation of undemocratic social movements and governments, scholars have started to think of the relationship between datafication and authoritarianism.

They have discussed how states can use dataveillance and advanced machine learning to engender social conformity and persecute opponents; have investigated the ways in which leaders and propagandists employ datafied platforms' direct speech and targeting techniques to sow confusion and hate; and have looked into how far-right micro-celebrities exploit the 'attention economy' to radicalize its audiences.

In dialogue with this growing scholarship, this paper explores the relationship between datafication and authoritarianism, but at the level of 'ordinary' citizens – i.e., individuals who are not part of political organisations and do not see themselves as 'activists'.

Its empirical context is the Brazilian political crisis. It has began in 2013, with massive democratic protests against a corrupt political elite, and evolved in 2018 into an unprecedented support for violent illiberalism, embodied in the figure of the country's new president, Jair Bolsonaro.

The paper is based on 47 in-depth interviews with “ordinary” Brazilian users who have used Facebook to participate politically during the crisis. Drawing on social practice theory and recognition theory, the paper argues that these users' imaginaries of the platform's algorithmic visibility regime appear to make possible a new form of civic disrespect. I name it 'recognition costs'. It involves the conscious necessity by users to act disrespectfully toward themselves (through e.g., self-obfuscation and self-silencing) and others (through, e.g., offensive, simplified and opportunistic political discourse) to control their visibility and the likelihood of having their voice recognised and/or not misrecognised. Being heard on Facebook, they think, entails multiple forms of silencing.

All interviewees reported adjusting, in different ways, their Facebook presence to these visibility rules, the paper demonstrates. As a result, they ended up articulating civic voices that carried, to a greater or lesser degree, elements of authoritarianism – most of them, without even realising that their civic practices are antithetical to the democratic ethos. Worryingly, users from economic, racial and ideological minorities appeared to be more susceptible to these pressures.

The paper ends with a pessimistic reflection on the possibility of resisting this order, and on how 'recognition costs' may (and may not) illuminate the Brazilian crisis.

Id: 20321

Title: Activism, citizen participation and communication strategies for the defence of the public space: analysis of three processes in Malaga

Session Type: Individual submission

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Abstract: In recent decades, “the emergence of the networked public sphere” (Benkler, 2015) has resulted in a transformation of citizen practices of discussion, organization and action. The possibilities offered by Internet-based social action enable individual and collective synergies committed to demands of environmental and social justice. In Spain, the example of the “indignados” M15 movement has been profusely analyzed and “the study of its gestation and explosion” (Toret, 2015) has provided abundant evidence to support the abovementioned possibilities.

The realm of political and social intervention is thus marked by new social spaces of interaction, new publics, new knowledge production and a new technological context. All these elements entail the need for a constant adaptation to the new mechanisms of relation and action defined by the virtual environment in which they occur (Olmedo-Salar, 2012).

In spite of the relevance of the virtual dimension, the interweaving of media and territories is key to understand how technological platforms contribute to create “a coreography of assembly as a process of symbolic construction of public space which facilitates and guides the physical assembling” (Gerbaudo, 2012). Along this line, Toret (2015) has defended the need to adopt “a multilayer perspective” allowing to take good notice of “the multilayer synchronization of the collective behaviour”, not just online but also offline. In the case of M15, this synchronization generated “a technologically structured contagion” defined as follows: “A network of people and collective identities mediated by various digital devices and linked to the concrete experience of the squares and the nomadic appropriation of urban space produce a collective subjectivity in continuous transformation” (idem).

This research explores these aspects to analyse 3 participative processes started by citizens in Malaga with the purpose of defend public space, local environment and city welfare. These are the resistance of the social space La Casa Invisible (during 2018) and the citizens’ platforms Bosque Urbano Malaga (2016) and Defendamos Nuestro Horizonte (2016). This study is part of a research project funded by the University of Malaga (PPIT.UMA.B1.2017/25).

The objectives followed are:

- Examine how citizens set up communication strategies to defend public spaces when they do not participate in the debate about the issues they are affected.
- Evaluate the value given by citizens to their own participation when they are involved in communicative actions related to the public sphere.

The methodology follows a qualitative approach to investigate the origins, goals, strategies and ways of doing (emphasizing the communicative dimension) of each movement through the experiences and opinions of the main actors. We have conducted in depth interviews and focus groups with them.

This paper will present the initial results focused on the main motivations and expectations of citizens, the technological mediations considered adequate and effective to promote participation and achieve their main purposes, as well as the limits and possibilities for improvement detected.

Id: 20434

Title: Women united against Bolsonaro - theoretical reflections on female civil participation in the 2018 Brazilian presidential election

Session Type: Individual submission

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Abstract: The discussion about the political participation of feminists in politics in general and in the historically defined context of Brazilian politics, in particular, needs to face a set of questions that goes far beyond the feminism discussion. Although, women have achieved some right conquests in the two last decades in Brazil, none of these gains seems to have been strong enough to broaden the foundations of the movement or facilitate the incorporation of issues raised by the movement on the political agenda.

We already can affirm that one of the strongest demonstration against the civilizational setbacks represented by the candidacy of Jair Bolsonaro as president did not come from his political adversaries. They came from women from different parts of Brazil (even with antagonistic political positions among them), organized in a Facebook group called United Women Against Bolsonaro, which in less than a week added 1.1 million people.

Considering that context, what are the possibilities of a representative democracy to assimilate the new social subjects arising from that movement? The female voice is just part of an empowering, awareness-driven discourse for consumer-citizen initiatives or is it part of a media-staged scenario? Those questions lead to the main objective of this paper: to identify the role played by a specific group of women gathered through the Facebook page in terms of political participation. As specific objectives, we intend to characterize the creation and development of the page, as well to make a briefly analysis about its dynamic of participation in the electoral process.

To achieve them, we adopted a netnographic research with a significant qualitative approach. We defend that online ethnography refers to a number of related online research methods that adapt to the study of the communities and cultures created through computer-mediated social interaction. Prominent among these ethnographic approaches is "netnography" (Kozinets, 2010). As modifications of the term ethnography, online ethnography and virtual ethnography designate online fieldwork that follows from the conception of ethnography as an adaptable method. These methods tend to leave most of the specifics of the adaptation to the individual researcher. Referring to common ethnographic procedures, Kozinets (2010) and Bowler (2010) recommend the following methodological stages and procedures for netnographic studies: 1) *entrée* - formulation of research questions and identification of appropriate online community for a study; 2) data collection; 3) analysis - classification, coding analysis and contextualization of communicative acts. They constitute the method of our research.

Our third phase is significantly based on the theoretical proposes of Putnam (1993); Baldassari (2007); Timoteo (2013); Rentschler (2014); Dahl (2015); França et al. (2015). From their contributions three categories of analysis raised up: attitude, subjective norm and perceived behavioral control. Results indicates that the attitude towards participation in feminist movements

positively influences the intention of participation in the feminist movements online; the subjective norm also influences positively the intention of participation in feminist movements online; and, finally, there is a small level of perceived behavioral control.

Id: 20533

Title: Transformations of antagonism into agonism: Community Media as a Participatory Contact Zone for Youth in the Divided Cyprus

Session Type: Individual submission

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Abstract: This doctoral research examines the participatory-democratic dimensions of community media in relationship with conflict transformation, building on Mouffe's (2000) theory of agonistic pluralism. Focusing on the context of Cyprus conflict and the discursive antagonisms embedded in the education and media systems across the ethno-politically divided island, this inquiry is made through a research intervention that defines community media content production as a participatory contact zone (Torre, 2010) with the aim of exploring how these potentially maximalist participatory processes, characterized by co-decision making and collaboration, may support transformations of antagonism into agonism, by studying both the possibilities and limits, and the realizations and failures of a series of community media workshops organized with mixed groups of Greek Cypriot and Turkish Cypriot teenagers.

Methodologically, the research was conducted in four stages. In the first stage, existing conflict transformation projects in the Cypriot educational field were mapped, and two selected cases were studied for a detailed understanding of the context, in which the intervention would then take place. The second stage involved an ethnography of the community media training and production workshops, organized with 3 clusters of a total of 24 participants, followed by in-depth interviews with the participants in the third stage. The final stage covered a reception study (Staiger, 2005) of the multimedia content produced at the workshops, revolving around 13 focus group interviews with Cypriot stakeholders.

Findings, based on qualitative content analysis (Saldana, 2009) of the collected data, indicate that the teenagers' participation in community media content production processes took the form of self-organization and self-representation, realized at varying intensities, given a set of supporting and limiting factors. In this shared symbolic space, three pillars and different degrees of transformation were identified, distinguished with an awareness of difference and confrontation against a homogeneous view of self, where interactions with the "other" are characterized by non-violence, dialogue, and teamwork, and categorizations of "us" are diversified and expanded, leading to alliances based on and advocating respect for difference. The participatory intensity of community media production process, along with the embodied knowledges, are found to support these transformations by fostering critical thinking, free self-expression and collaborative action on shared grounds, while giving space for conflicts, which were handled via democratic means with the use of self-introduced decision-making tools. Reception study findings further highlighted the mediating function of community media productions, which present the participatory contact zone

to the outside world, promoting a culture of non-violence and participation, and exemplifying possible forms of conflictual co-existence.

Keywords: community media, participation, conflict transformation, agonism, participatory contact zones, critical pedagogy, education, youth, Cyprus

Id: 20590

Title: Welcome blankets, pussyhats and knit-ins: media participation, imaginative practice and affective care in craftivism

Session Type: Individual submission

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Abstract: The paper explores political participation of craftivism on social media. Craftivism refers to a combination of craft and political activism, in context of humanitarian aid work (blankets, aid-bunnies), as well as in protest movements (knit graffiti, banners, pussyhats). While craftivism has a long history from suffragettes' banners to political quilts, it has gained recent popularity through digital technologies and social media that bring together new communities of craftivists. This paper explores the formations, interactions and sensibilities of political action that emerge through craftivism. Drawing on theorizations of solidarity of dissonance and imaginative practice (Malkki 2015) it discusses how craftivist movement may expand practices of political participation and the space of appearance (Arendt 1998/1958; Butler 2015).

It is argued that craftivism exemplifies participation (Carpentier 2012) that is mobilized and enhanced through media but extends beyond media, in political protests as well as in the materialities of everyday life. Craftivism entails practices that are considered relevant for social solidarity: interaction with the society, self-realization, and participation that takes on horizontal, processual structure. Craftivism also expands political participation, with intimacy, care and affect, in ways that challenge traditional ideas of what is considered to be political. However, it also entails many contradictions of social media participation with individualistic and short-term approaches. Does it provide for social change or operate as a tool of personal growth for mostly white middle-class women?

The empirical case study explores Welcome blankets -project, that brought together hundreds of knitters to make blankets that together would equal the length of the proposed border wall dividing the United States and Mexico. Blankets were sent with personal notes of welcome and stories of immigration to the Smart Museum of Art in Chicago for an exhibition before they were distributed to refugees through networks of NGOs. By knitting together on social media the members sought to create a critical political space for helping refugees and challenge the oppressive anti-immigrant politics of the US. The project intertwined with feminist movement through Women's march and #metoo campaign.

The case study explores with virtual ethnography and interviews, the implications of the project and the ways in which the participants discuss their activism and imaginative politics of knitting in their everyday lives; how they weave together local action and global struggles; how different performative and material forms are used to do politics and claim membership in society. It also critically explores how social media infrastructure shapes the forms and sensibilities of participation and their social reach.

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Id: 20657

Title: Representation, voice and social change in fair trade movements: toward new theoretical and empirical directions

Session Type: Individual submission

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Abstract: The article engages with questions of representation, communication and social change in Alternative Food Networks (AFNs), focusing on fair trade movements as the archetypal model. Representation and communication is an integral component of fair trade movements whose social change remit is constructed around narratives that are intended to build solidarity between consumers in the North and food growers in the South. Despite numerous critiques around its perniciousness, representation in fair trade remains undertheorized, while its temporal implications for the Southern farmers remain unexplored.

Drawing on theories of communication for development and social change the article offers a new theorisation of fair trade representations as an issue of social change, development and well-being for the Southern food growers. Representation is explained as the product of an economic-deterministic understanding of development and social change, which is designed to elicit income generation in the Global South through the purchases of benevolent consumers, while excluding the voices of the farmers. This exclusion is further theorised through the concept of voice and the social subordination of marginalised communities. To put the theory into practice, the article goes on to explore the temporal implications of representation in fair trade movements for the Southern farmers. An innovative participatory research approach was employed, which involved engaging with a community of South Indian farmers and explored how these communities experience representation as an output and a process. Using storytelling and participatory video techniques, the study facilitated a farmer- consumer communication that was built on farmers' own videos and text-based stories and the reactions of consumers in the UK. The data presented in this article was collected through focus groups with the farmers, a collaborative video making project led by the farmers, and focus groups with consumers in the UK.

The findings reveal how farmers' participation in the discursive constructions of themselves can prove empowering by eliciting internal dialogic communication processes that can lead to action and social change by fulfilling their need to have their voices heard primarily by their own local community. Moreover, the findings reiterate the need for development scholars to encourage more active understanding of marginalised communities' priorities, to achieve social change. Through the participatory storytelling experiment, the article also aims to emphasize the material dimension of voice that is pertinent to enhancing actual social change, but which remains largely unaddressed in communication for development and social change debates (see Downing, 2016, Quarry and Ramirez, 2009).

Id: 20695

Title: Jóvenes y tecnologías digitales. Diagnóstico del uso y apropiación de plataformas digitales en la zona conurbada del sur de Tamaulipas

Session Type: Individual submission

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Abstract: Las interacciones con las herramientas digitales aparentemente han hecho posible la participación de la sociedad en general en los procesos de producción, edición y distribución de información y contenidos. El discurso de la cultura participativa señala que el consumidor se convierte al mismo tiempo en creador activo con capacidad para contribuir y compartir múltiples visiones del mundo en el que vive.

En este trabajo, a diferencia de la visión de la cultura participativa se propone la noción de cultura colaborativa, la cuál se comprende como una serie de actividades que surgen de manera espontánea y que emerge de un grupo social de manera voluntaria transmitiendo una serie de experiencias, inclinaciones o persuasiones no coercitivas a partir del gusto, interés y entusiasmo por algo en particular. En este caso, la cultura colaborativa se comprende como parte de un proceso donde a partir de la realización de una acción que surge de un interés personal, en un entorno digital, se hace extensiva a un grupo social y/o toda una comunidad en un mismo espacio-tiempo de forma descentralizada. Por lo tanto, al ser parte de una cultura colaborativa se generan nuevas oportunidades y cambian las expectativas sobre la forma de abordar una serie de actividades, como el trabajo, el aprendizaje, la política, el consumo, y su participación en el mercado.

A partir de este contexto, se elaboró un diseño metodológico cuantitativo, que tiene la finalidad de generar un diagnóstico de los diversos usos y apropiaciones que las plataformas digitales tienen entre una parte de la generación de jóvenes de la región noreste de México. En este caso se trata de una descripción de las experiencias más significativas de apropiación tecnológica con fines de participación social, innovación, colaboración y producción de contenidos digitales, lo que incluye: a) Los perfiles de uso y apropiación de las plataformas digitales más preponderantes en la zona conurbada del sur de Tamaulipas b) Las habilidades digitales, comunicativas y de participación que se desarrollan en los diversos perfiles de uso de las plataformas digitales.

A partir de este análisis se pone a discusión la noción de cultura participativa como uno de los preceptos teóricos que ha caracterizado los estudios de los usos y prácticas en un entorno digital. Finalmente, se pretende discutir este enfoque teórico a partir de analizar las prácticas de

participación de un grupo de jóvenes en un contexto digital, por lo que en determinado momento más bien se están construyendo relaciones de corte colaborativo a través de las siguientes prácticas:

- Colaborar mediante el trabajo en conjunto con otros para producir y compartir información a través de proyectos como Wikipedia.
- Crear mediante la producción y el intercambio de contenido mediático y a través de plataformas como Youtube y Flickr.
- Conectar a través de las redes sociales, como Facebook y Twitter, o a través de comunidades, como clanes de juegos o fandoms.

Id: 20735

Title: El documental interactivo y transmedia como motor de cambio e impacto en su entorno

Session Type: Individual submission

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Abstract: El documental interactivo es uno de los formatos más representativos de la evolución de las narrativas digitales en la red. Con el paso de los años ha incorporado diferentes recursos y tecnologías que lo han caracterizado como una forma híbrida. Sin embargo, al margen del desarrollo tecnológico, su papel como generador de cambio social también apunta a una evolución que se ve representada en el contexto iberoamericano.

Más allá de la búsqueda de una interacción que permita seleccionar, navegar y compartir, el documental interactivo ha emprendido la búsqueda de la participación a modo de co-creación o cómo involucrar al público en la construcción y en el impacto del proyecto a su vez. Además de una concepción abierta de la producción, la proximidad toma valor como factor para la representación y transformación social, bien sea por la propia actividad generada en torno al proyecto como por su divulgación y puesta en debate.

A partir de la definición de documental interactivo (Aston y Gaudenzi, 2012; Nash, 2012; Gifreu, 2013), nos centramos en los enfoques participativos como con anterioridad han hecho Cortés-Selva y Pérez-Escolar (2016), Ortuño y Villaplana (2017) o Vázquez-Herrero y Moreno (2017). El documental interactivo se sitúa ante la necesidad de conectar la representación con el diálogo, la participación y la co-creación (Nash, 2017); esta última considerada una vía para el diálogo en procesos de cambio (Rose, 2017).

En esta investigación se analizan las estrategias de 10 documentales interactivos y transmedia de origen iberoamericano, tomados de una base de datos elaborada por el autor con 524 proyectos de todo el mundo producidos entre 2010 y 2018. El objetivo principal es identificar sus características como formato generador de cambio social, que se abordará a través del estudio exploratorio-descriptivo.

Los resultados destacan el potencial del documental interactivo en los países iberoamericanos, frente a la hegemonía de Francia, Estados Unidos y Canadá como principales productores del formato. La muestra, en la que destacan casos como Proyecto Quipu o Mujeres en venta, refleja el impacto social en su entorno más próximo como elemento de denuncia, de debate, de movilización y de acción.

Id: 20777

Title: Enter Subaltern voices: Presenting 'right to participate' as an identity construct in WhatsApp groups in Kenya.

Session Type: Individual submission

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Abstract: A key ingredient of maximalist participation is the power equilibrium among “privileged” subject positions and the “non privileged” subject positions in a participatory process. This is the ingredient that has been missing in legacy media and political participatory processes in Africa, where governments tend to subjugate ordinary citizens’ voices hence denying them their inalienable right to political participation. Online media and spaces are, to some extent seen as reprieve from government control and surveillance since the very technology through certain affordances provide means through which users can resist surveillance. They provide platforms to the previously marginalised subalterns for inclusion in political discourse. WhatsApp, through its group formation affordance, has made the political public sphere more inclusive and is an effective tool for grassroots mobilization for political participation in Eastern Africa (See Omanga 2019; Brunotti, 2019). However, what is the nature and quality of this participation given the multiplicity of identities involved in the process of participation? Does the inclusion of the subaltern subject position translate into their ‘right to participate’? If so, how does the newly found Subaltern right relate to the rights of the previously privileged hegemonic subject positions? What is the role of material technology against the social-cultural context of the phenomenon under study? Through the analysis of some of the findings of my ongoing PhD study, this paper will respond to these questions. Data was collected through Focus Group Discussions and interviews with purposively selected members of two political WhatsApp groups in rural Western Kenya namely: Kabula Forward and East Asembo Development Forum. Data was analysed through a discursive material analysis guided by a contextual re-reading of Laclau & Mouffe’s theory and community media theory in an attempt to explain the unique digital subjectivity patterns emerging from a specific context.

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Id: 20895

Title: Communicative Ecologies, Distributed Agency and Adult Education

Session Type: Individual submission

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Abstract: This presentation focuses on the creation and application of an analytical framework, developed in order to understand the role of communication and agency in connecting young people at risk of social exclusion with adult education opportunities. The research underpinning it was part of an EU funded project Adult Education as a Means to Active Participatory Citizenship (EduMAP), which investigated the role of adult education in cultivating active participatory citizenship, broadly understood as social, economic and political engagement.

As the only communication researchers in a large project team, our job was to lead and design qualitative research on the communicative aspects of adult education (AE). We used a communicative ecologies approach to answer our main research question:

How can communication inside of and around Adult Education programmes be improved, in order to,

>Reach out to and connect effectively with young people at risk of social exclusion?

>Enhance interaction and learners' engagement?

>Enhance engagement and collaboration within the AE organisation and with relevant external agents?

Data on communication practices was collected through interviews and focus groups with policy-makers, AE practitioners and learners in 40 AE programmes in 20 countries, involving 712 respondents. This was supplemented with communicative ecology mapping with selected groups of young people at risk of social exclusion in seven EU countries and Turkey, involving 91 additional respondents. As the data was analysed, compared and contrasted it quickly became apparent that context was essential for understanding the many different practices and experiences of communication, and that it would be useful to develop an analytical framework for organising research findings and drawing conclusions across diverse settings.

At this point we developed the Communicative Ecologies and Assemblages Analytical Framework which consists of five key components - Goals, Social, Information, Media and Agency. In this presentation we will present the framework and share some of the key research findings from the communication research in the EduMAP project. Cutting across the rich variety of GP cases we

studied, the five components of the framework can be shown to highlight essential considerations for better connecting young people with suitable AE opportunities to make a difference for their lives:

- >the capacity to aspire and construct goals;
- >access to social networks and hubs;
- >access to relevant content and information;
- >access and use of relevant media and platforms; and
- >information and communication competences and literacies (agency).

In particular, we will discuss the role of agency, and the relevance of the notion of ‘distributed agency’ for educational activities that seek to engage with those who are most excluded in society. Young people’s agency to communicate and access information can be understood as being distributed among various platforms, channels and other human and non-human actors involved in communicative processes. This distributed view of agency places the analytical focus on the agents and relationships established with various other agents, resources and tools. In this presentation, we will discuss the implications of this theoretical stance for practice and research in participatory communication and communication for social change, linking to previous work on distributed and collective agency.

Id: 20920

Title: [Panel] Civic Participation and The Right to and Rites of the City, Panel description

Session Type: Panel Submission

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Abstract: The 21st century has been dubbed the urban century. This is the century in which hundreds of millions of people migrated from their homes in rural areas to ever larger more crowded cities. It is a period marked by resettlement, recentralization, gentrification, and a return to the inner core after decades of suburban sprawl. It is an era of urban sprawl with the growth of megacities. It is the first century in which the majority of people will live in urban areas with over three billion residents in cities representing a demographic transformation on an unprecedented scale.

Not all cities are created equal. Over half of the world's 3.9 billion urban dwellers reside in small settlements with fewer than 500,000 inhabitants, many living in slums. Simultaneously, 28 megacities with 10 million inhabitants or more continue to proliferate. Conflict and inequality is inherent to urban life. Concerns for the rise of cities led to the 2016 United Nations run Habitat III meeting in Quito, Ecuador at which a New Urban Agenda was adopted.

Cities are global, smart, connected, inclusive, livable, green, sustainable, mega and communicative. Much has been written about "The Right to the City", yet, conceptually, it has been defined in varied and sometimes vague ways. Henri Lefebvre, "La droite à la ville" published in 1968 framed the right as a human right and international principle. David Harvey defined it as "far more than the individual liberty to access urban resources: it is a right to change ourselves by changing the city. It is, moreover, a common rather than an individual right since this transformation inevitably depends upon the exercise of a collective power to reshape the processes of urbanization." Harvey asserted it was one of the most precious yet most neglected of our human rights. The Right to The City Alliance (RTC) associates the concept with urban justice, racial justice and democracy. Cees Hamelink has argued a key element of the 'right to the city' should be the 'right to a communicative city.'

Participating in the life of a city involves rites as well. While much attention is paid to civil rights, neglected are urban civil rites of community participation, observation and interaction. Rites and rituals of urban participation are equally important to the communicative city.

In an age of growing cities and technologized cities this panel will explore the right to the city, urban participation, the rites of the city and urban equality and disparities.

Chair: Peter Haratonik, Urban Communication Foundation
Respondant: Nico Carpentier, Charles University

Id: 20922

Title: Wandering, Hanging Out and the Rights of the Urban Participant

Session Type: Panel Submission

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Abstract: There are many forms of urban participation and many forms of interaction. The street is a playground, thoroughfare of memory and medium of communication. While active, purposeful communicative behavior has been the focus of study, it can be more passive rites of city life which shape the relationship one has with their community.

Denizens of the city can engage with place and people in diverse ways. One such city dweller is the flâneur who observes, describes and analyzes art, architecture, and social rituals of the city. Baudelaire identified the flâneur as “having a key role in understanding, participating in and portraying the city. “ Flânerie, the act of strolling, remains very much alive and significant as a ritual form of urban participation. The detached urban explorer enters into a dialectic relationship with the city as both observer and participant.

The flâneur and flâneuse stroll and linger while others engage in a rite of loitering, lingering more aimlessly. This urban rite may violate a law prohibiting remaining in a given location without a clear purpose for an extended period of time. Loitering is defined as lingering or "hanging around" in a public place, particularly without discernable purpose. Loitering has been criminalized when associated with posing a “possible threat to persons or property in the vicinity.” Loitering has been associated with idleness and a rise in criminal behavior. Idleness in the city has been related to the commission of crimes. Yet "hanging out" can serve an important social and observational function, may be the condition precedent to other forms of social engagement or may be a form participation in the city in and of itself. Yet, laws against loitering abound and may result in fines and/or imprisonment resulting in legal challenges as a violation of people’s rights in the city.

The purposeful and seemingly aimless rituals of everyday city life are increasingly subject to surveillance. In a technological age urban spaces, both private and public, are filled with surveillance cameras, facial recognition systems and other forms of data collection. Mass data collection has become the norm, the city has become a panopticon. Sensors capable of harvesting location, spending and even health information are now ubiquitous. This data collection confronts personal privacy

‘Smart city’ initiatives are used to promote and brand cities with the allure of improved convenience and security at the cost to personal privacy. Legitimate data collection for improved services and security may require sacrificing a degree of privacy. The conflicts between enhanced efficiency and privacy invasion raise significant issues for individual privacy rights in the city.

This paper will explore informal rites of participation in the city and some of the associated, often contested, human rights.

Id: 20924

Title: Playing in the streets: About collective joy in the City

Session Type: Panel Submission

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Abstract: Humans have a long history of collective joy; earlier generations celebrated with elaborate preparations festive rituals. To make living in mega-cities possible city dwellers should remember their capability of deeply satisfying forms of collective joy. Play is an important feature in the lives of most animals. In ritual, and musical performance: humans can achieve “temporarily ...the transformative power of community”(Robert Bellah). However, playing needs a relaxed playing field. In the paper the author will reflect on the question how cities can become relaxed playing fields.

Id: 20926

Title: [Panel] Civic Participation and The Right to and Rites of the City [Presentation] From Gaining Access to a City's Health Resources to Claiming the Right to the City: Experiencing and Fighting Discrimination in Hospitals of Athens

Session Type: Panel Submission

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Abstract: The international literature speaks to the many determinants of health disparities that disproportionately affect a range of populations, including women, individuals with low socioeconomic status, ethnic and racial minorities, immigrants, individuals who identify as LGBT, and those living with a disability. In many cases these disparities are associated with discrimination against people whom self-identify (or are assumed to identify) with one or more of the foregoing populations. The healthcare setting is frequently identified as a locus where both discrimination is likely to occur but also where interventions can prove most effective. In Greece, the local healthcare system in Athens has had to grapple with enormous challenges related to the refugee crisis affecting many European countries in recent years, but also a chronic economic crisis that began in 2010 (as in most of Europe). In this paper, drawing on data collected through semi-structured interviews administered face-to-face with healthcare administrators and healthcare providers in four (4) major hospitals of Athens, Greece (N=24), in-depth interview data from hospital patients (N=20), hospital administration data pertaining to formal complaints filed by healthcare users, but also an analysis of relevant local laws, we provide insight regarding discrimination in the healthcare setting, identify contributing factors, but also best practices. We conclude with a discussion about how initiatives to fight discrimination in hospital settings not only provide disadvantaged healthcare users (e.g., individuals who are poor, individuals of minority background, such as those who identify as Roma, refugees) equal access to the city's healthcare resources, but are also given a path to claim a right to the (or their) city.

Id: 20928

Title: Cross-national Newspaper Coverage of Urban Relocation: Advancing Community Structure Theory

Session Type: Panel Submission

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Abstract: David Henry defines the “right to the city” as a “common” rather than “individual” right since this “transformation” (the right to change ourselves by changing the city) depends on a “collective power to reshape the processes of urbanization”. The City Alliance (RTC) associates the concept with urban justice. Cees Hamelink argues that a key element of the “right to the city” should be the “right to a communicative city”. Mindful of expert advice to regard the “right to the city” as a collective enterprise to reshape urbanization, associated with urban justice, and embedded in communicative rights, we propose a presentation on the role of media, specifically newspapers, in advancing the “right to the city”, with a specific focus on cross-national coverage of urban relocation.

Whether “urban relocation” is viewed as urban displacement, gentrification, or through some other perspective, newspaper can play a major role in framing public policy perspectives. Leading newspapers are still read by the well educated and by political and economic elites, and they are notorious agenda-setters for other media platforms such as television, radio, and the internet. It is therefore worthwhile to explore a cross-national study of leading newspapers in different countries in order to investigate how closely newspapers “mirror” the interests of traditional elites or those of society’s more “vulnerable” residents regarding the issue of urban relocation.

Using community structure theory, which expects coverage of critical issues to be strongly associated with demographics of communities (e.g., cities, countries) where media are located (Pollock, 2007, 2013, 2015), a community structure analysis compared cross-national coverage of urban relocation with variations in national-level demographics from 16 leading newspapers worldwide, one newspaper per country, examining all relevant articles of 250+ words over eleven years (09/12/05 to 08/21/16). The resulting 152 articles were coded for “prominence” (placement, headline size, article length, presence of graphics) and “direction” (“government responsibility”, “society responsibility” or “balanced/neutral” coverage of urban relocation), then combined into sensitive, composite “Media Vector” scores for each newspaper. Thirteen of 16 newspapers (81.25%) emphasized government responsibility to address the disruptions of urban relocation.

In sum, the more vulnerable the citizens of a nation, the more robustly media emphasized government responsibility to reduce the inequalities generated by the disruption of urban relocation. This proposed presentation on cross-national coverage of urban relocation addresses empirically the concerns of scholars and activists regarding collective action to reshape urbanization, urban justice, and communicative context. Newspapers need not be forces for social control. They can function effectively as vibrant promoters of social change and urban justice.

Id: 20948

Title: The urban soundscape and the location of emotions: Emotional Geography through Smartphone Use

Session Type: Individual submission

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Abstract: This paper investigates people's emotions to place when sounds enter urban space and enhance the character of the city soundscape. Concepts and notions from the field of acoustic communication are combined with ethnography in order to trigger new types of discussions regarding sound in urban space.

The paper discusses the way in which mobile technology can transform the urban space of disconnected flows into a "peripatetic computer" of interpersonal contact through which hybrid technological environments locate emotions.

An Android application was designed and developed for users to record their affective state at each point in the route. The application provided both visual and auditory feedback and was perceived as usable and satisfying, as ascertained through the SUS and USE questionnaires. The affective response was encoded as sets of values corresponding to Russell's circumplex model of emotions (Russell 2003; Russell & Pratt 1980), which describes affect in terms of pleasure and arousal. The affective response of the users has been aggregated and displayed as a color-coded layer on top of Google Maps. Thus, a snapshot of the affective impact of the soundscape of various locations in Limassol is provided. This snapshot will be constantly updated as more users provide data, thus increasing the accuracy of the visualization and ensuring that the information displayed remains up to date. Additionally, focus groups after the soundwalks provided further insights into the meaning of place as a function of the soundscape.

The paper is divided in three sections. The first section provides an overview of the concepts of sound and emotions, and particularly the theoretical constructs of soundscapes and emotional geographies; the second section describes the mobile application that was developed as a means of recording the users' emotional responses to specific sites during their walk in the city of Limassol; in the third and final section, conclusions are presented based on the quantitative analysis of data from the mobile application and qualitative analysis of focus groups after each soundwalk.

Using the case of the city centre of Limassol, Cyprus, the study traces such sound components which exist in urban everyday life, points them out and examines the way people give meaning to their place through them. Ultimately, this investigation aims to contribute to the methods and techniques of mapping of emotional responses elicited by urban soundscapes as a step leading to the definition of [a theoretical concept] that could be tentatively called emotional geography.

Key words: soundscape, emotions, emotional geography, smartphone use

Id: 21035

Title: Community Media and the Micro Foundations of Shifts in Social Norms

Session Type: Individual submission

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Abstract: Recent years have seen a plateauing of maternal health indicators with various initiatives having little impact. Deeply entrenched in social norm, women's health issues need multilevel inputs beyond health systems strengthening. It is increasingly recognized that participatory communications can play a catalytic role; by engaging dialogue around issues it sparks “critical consciousness,” which consequently enables the shift from reflection to action (Freire, 1970). In this context our study explores how community media influences beliefs and deep seated social norms.

Through our intervention study in the remote hill communities of rural India, we examine a community radios design of norm based radio programs on maternal health and consequently it's effect on the community. Conducted in a phasic manner we firstly analyzed norms surrounding maternal health issues of women. Subsequently a message matrix was developed involving women and other stakeholder about local maternal health issues and social norms surrounding them. Next, Social network analysis of credible health information sources was used to develop radio program scripts focusing on community issues and practices by select stakeholders. A twelve part radio series was developed and broadcasted over a year by Henvalvani Community Radio. Lastly we examined the effect of the radio program series using mixed methods.

We argue that two mechanisms account for the effects of the community radio series. The community media based participatory communications, cocooned in trust and faith, not only provides new information but also persuades individuals to accept it. By enabling listeners to know and better understand what others know, want and do, community media builds individual and collective learning's, that facilitate coordination at two levels. At the micro level it increases individual comprehension and resolve towards women health issues and support for gender equality. At the macro level, the networking around issues increased synergy and collective decisiveness for shifting normative beliefs and practices, consequently leading to building social capital around social norms. We believe it is within this juxtaposition of community dialogue with social capital in Community Media based communications lie the microcosms of shifts in social norms in communities.

Id: 21082

Title: Communication Processes, Community Mobilisation and Normative Shifts: Learnings from Video Volunteers' IndiaUnHeard Program

Session Type: Individual submission

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Abstract: Community media is a participatory medium with immense potential of strengthening community communications and amplifying people's voice for their empowerment. One such initiative – Video Volunteers (VV) uses participatory video and works towards providing disadvantaged communities with journalistic, critical thinking and creative skills they need for catalyzing change in their communities. It strives to build people's capacities to articulate and share their perspectives on the local issues that really matter to them.

This study, based on a qualitative research, sought to map VV impacts in not only remote communities but also in the lives of its local media producers, termed as Community Correspondents (CCs). For an in-depth analysis of VV, study tools included content analysis of a longitudinal sample of impact videos produced, narratives of community correspondents using the Most Significant Change Technique (MSCT) and key informant interviews. It profiled the community correspondents, responsible for spearheading change, and evaluated their social context and VV's role to gain holistic insights into bringing significant changes in their lives. Through the multifold analysis, the present research revealed a number of inter-related factors enabling a gradual change in perceptions and practices of CCs, thereby enhancing potentials of CCs to bring about social change within their communities. The context factors highlighted correspondents' conservative societies, media-dark environments, vulnerability to conflicts and family circumstances. A mix of communication processes and community mobilization helped in

influencing CCs functioning and influencing change in the community. These included primary issue videos and their features; characteristics, network and skills of the correspondents; community processes initiated for the mobilization of stakeholders, organizational credibility and support to CCs along with the negotiation of multiple challenges at the personal and community level they faced and needed to negotiate. Finally, it is the autonomy of the Video Volunteers due to which the organization is able to provide an enabling environment for the functioning of the correspondents. Through their extensive training programs and consistency of support, Video Volunteers imparts communication and technical skills to the CCs, also sensitizing them towards prevailing social and development issues during the process. Subsequently, they have been able to defy social and gender roles within the personal sphere of their lives.

Acting as a springboard for disadvantaged populations' participation and mobilization, Video Volunteers advocates for collective action. VV uses innovative mechanisms and multifarious activities for center staging issues of marginalized people and snowballing processes of change in their communities. Dominance of relevant ideas rising from the ground level has worked well and promises to create long-term, sustainable impacts.

Id: 21091

Title: [Panel] Global Perspectives on NGO and Non-Profit Communications for Social Change,
Panel Description

Session Type: Panel Submission

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Abstract: With respect to social justice-based organizing, non-governmental organizations (NGOs) and non-profit organizations (NPOs) around the globe do important work on issues such as gender rights, migration, climate change, or press freedom, to name a few. Such organizations and their members often fulfill important arbitrator roles in democratization and equity-based efforts, while enabling input from civil society and creating participatory opportunities that could otherwise be circumvented.

Oftentimes, research on NGO and NPO communication practices seeks to illuminate how specific organizations have engaged publics and stakeholders through public relations campaigns and issue management. While this line of inquiry is worthwhile, it only pays marginal attention to the participatory media practices often employed by such organizations to foster community engagement. Communications practices such as public awareness strategies, participatory online media initiatives, and civil society involvement are crucial elements to the success of NGO and NPO organizing. Therefore, analyzing specific participatory communication patterns and media uses via successful social justice campaigning provides crucial insights that may become useful across sociopolitical contexts.

In this panel, researchers from across the globe will present their insights on NGO and NPO communications for social change on an array of issues (labor rights, freedom of information, gender representation, environmentalism, international development), from a variety of methodological perspectives (data mining, ethnography, political economy, narrative analysis) and within various geopolitical contexts (Indonesia, South Africa, China, Spain, the Netherlands, USA). Taken together, the panel presentations discuss the role of media and communication in mobilizing publics while paying close attention to the participatory opportunities in NGO communications for social change.

The specific goals of this panel, then, are threefold. First, this panel hopes to enrich our current understandings of NGO communications for social change with respect to specific strategies that engage publics and stakeholders. Second, this panel hopes to highlight the role of NGO media products in creating identification with—and mobilizing for—social issues. Lastly, on a theoretical level, this panel introduces various frameworks to study mediated NGO mobilization tactics, ranging from media ecologies over cultural efficacy and capacity building to participatory communication.

Thus, this panel hopes to provide attendees with tangible examples of NGO organizing, present an overview of similarities and differences in public engagement strategies, and introduce various methods suitable to studying participatory communication practices in the NGO context.

Moderator: Giuliana Sorce, Eberhard Karls University Tübingen, [giuliana.sorce\(at\) uni-tuebingen.de](mailto:giuliana.sorce@uni-tuebingen.de)

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Id: 21094

Title: Resource mobilization and capacity building strategies among environmental NGOs in the U.S.: A large-scale text mining study of NGOs' websites

Session Type: Panel Submission

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Abstract: Environmental non-governmental organizations (ENGOS) constitute an important part of an emerging civil society. The recent advent of new media platforms has impacted on many ENGOS around the world (Saxton & Guo, 2014; Li, Tang, & Lo, 2018). Research still needs to address, however, to what extent these new media will be integrated into ENGOS' organizational activities depends on government affiliation, government work experiences, and regulatory environment. The proposed study aims to provide a first attempt to integrate both Resource Mobilization Theory and Social Capital Theory to explore the role of emerging media platforms (such as the Internet, mobile and social media, digital realities, among others) for ENGOS promoting climate communication for social change in the United States. This study employs MAXQDA text mining software to analyze texts from over 45,963 ENGOS's websites (selected from the GuideStar's Directory of Charities and Non-Profit Organizations) to identify major words, phrases, and themes that link to the impacts of emerging technologies on ENGOS' resource mobilization and capacity-building strategies. We have identified similar emphasis on the mobilization of cultural, human, material, moral, and social organizational (Edwards & McCarthy, 2004, cited in Corte, 2013, p. 29). However, the emphasis on what types of social capital to mobilize depends on the size, mission, and donor characteristics of ENGOS in the sample. It is suggested that ENGOS offer more participatory opportunities for civil society involvement in NGO decision-making processes.

Id: 21096

Title: Visible and invisible communication: The integration of social media in Dutch NGOs' communication ecosystem

Session Type: Panel Submission

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Abstract: Although NGOs fulfill an important civic role, they often face difficulties in their daily efforts towards their goals. Thanks to their rapid popularization, social media have been praised for their 'equalizer potential', promising to provide NGOs with more power and access to resources, more visibility and mobilization power, and more organizational autonomy (Danyi & Chaudhri, 2018; Kenix, 2008; Ryan, 2003). However, most empirical research focuses on social media adoption, with little attention to the communicative ecosystem within which these technologies are integrated. Recent scholarship calls for treating social media adoption in relation to the organization's strategy, its governance, and its wider environment (Danyi & Chaudhri, 2018; Nah & Saxton, 2013). Responding to this call, this paper argues for a holistic approach to the integration of digital technologies in the daily practices of NGOs. Drawing from the related field of collective action, it first conceptualizes the idea of communication as an ecosystem (Bastos, Mercea & Charpentier, 2015; Mattoni, 2017; Mattoni & Treré, 2014). The paper then illustrates this approach by means of an empirical study of the integration of social media by Dutch NGOs. Data comes from 10 in-depth interviews with representatives of a diverse sample, including NGOs of various sizes and with various goals (e.g. democracy, refugees, environment, LGBT rights, etc.). This allows for a comparison of the communication ecosystems across different organizations. The in-depth interviews bring forth the interplay between visible (e.g. website, Facebook page, etc.) and invisible forms of communication (e.g. relations with politicians, face to face lobbying, etc.) within these organizations. The undergoing analysis suggests that the integration of social media into an organization's communication ecosystem is always in flux, constantly shaped and re-shaped by both organization- and context-specific factors.

Id: 21097

Title: Spanish NGOs' criteria of cultural efficacy in communicating for social change

Session Type: Panel Submission

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Abstract: NGOs play an important role in international development and communication for social change. Our theoretical apparatus applies organizational and strategic communication combined with participatory communication and social movements' theories (Jasper, 2010; Kaplún, 1988; Tufte, 2017) to understand the production and evaluation criteria for an effective advocacy communication in Spain. We understand the role of NGOs in development communication and international relations and cooperations as imperative (Nos Aldás, 2019; Nos Aldás et al., 2012). Based in discourse analysis focusing on the consequences of symbolic and cultural violence to overcome the root causes of inequality, we examine the necessary "cultural" efficacy of a transformative communication with political aims in the NGO context.

Our findings point at models and experiences to reframe traditional charity frames into social justice narratives (Darnton & Kirk, 2011; DevReporter, 2016) as well as protest scenarios based on indignation and nonviolence to engage citizens (Pinazo & Nos Aldás, 2016). This particularly applies to participatory NGO communications strategies for social change-based initiatives around migration rights and the so-called "refugee crisis." Our preliminary results indicate that an effective communication for social change should incorporate alternative frames based on social economy and hospitality.

Id: 21100

Title: Civil society activism and public service broadcasting: The case of Indonesia

Session Type: Panel Submission

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Abstract: The transformation of media systems in new democracies (e.g. Eastern Europe, Middle East and North Africa, South and Southeast Asia) is commonly understood as resulting from the political democratization promoted by civil society advocates after the collapse of tyrannical ideologies in the 1980s and 1990s. This paper traces the institutions and actions of civil society organizations in Indonesia to promote a democratic media system over the last 15 years, focusing particularly on the social media activism for the renovation of Indonesia's former state-owned channels (Radio and Television of the Republic of Indonesia or RRI and TVRI) into public driven channels. Also, this paper examines both the successes and failures of the activism in the promotion of a true public service broadcasting (PSB) system in the country. For this study, I choose two civil society organizations (CSOs) which have had key roles in PSB advocacy, namely the Indonesian Press and Broadcasting Society (in 2000s), and the Clearing House of Public Broadcasting (in 2010s). Drawing from extensive study of relevant documents and semi-structured interviews, this paper found that these two CSOs, with funding support from international aid agencies, have served as 'campaigners and legal drafters' in mainstreaming media reform, influencing policymakers to change RRI/TVRI from state to public broadcasters. However, as in most former repressive states in Asia, initiatives have been limited to formal policy formation, with limited public awareness campaigns and control of policy execution. With little civil society pressure for implementing the Broadcasting Act of 32/2002 and amidst high political intervention over the past 15 years, the change of RRI/TVRI as PSB providers into a true public-oriented media has been very slow. This paper attempts to map out NGO activism in the media policy reform in post-authoritarian societies and to add previous scholarship in this area (e.g. Jakubowicz, 1996; Heath, 1999; Renni, 2003; Reljic, 2004; Tangkitvanich, 2008; Im, 2011, Abbott, 2016). This paper further addresses future models of civil society activism in policy design for public service media, particularly in framing broadcasting as public good.

Id: 21103

Title: Examining participatory communication and civil society engagement via NGO media activism in South Africa

Session Type: Panel Submission

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Abstract: Within the context of the Global South, South Africa is one of the nations with an active non-governmental (NGO) culture. In the area of media and communication advocacy, there is one NGO that has done impactful organizing and lobbying for civil society. Media Monitoring Africa (MMA) is a Johannesburg-based NGO that articulates its mission statement via a “Theory of Change” infographic, which includes media monitoring and research as the foundation for their interventions and lobbying efforts. Their specific activist strategies seek to simultaneously engage structural elements (policy and industry) as well as representational elements (media content and reporting) in order to facilitate a more democratic media system that centers the interests of civil society by holding the powerful accountable. Based in an institutional ethnography (Smith, 2006) comprised of focus groups, in-depth interviews, as well as textual analysis of organizational documents, this study examines MMA’s participatory practices and social change-based communications initiatives among its four core target groups—civil society, stakeholders in the mediascape (including the public broadcaster, commercial/private media houses, and independent entities), other NGOs and activist groups, as well as regulatory bodies. The study finds that MMA’s activist initiatives across the four groups are split between interventionist and participatory practices. For interactions with media consumers in South Africa’s civil society, their interventionist strategies are based on educational media tools, such as online games and digital infographics. On the other hand, participatory strategies to engage civil society include both online and offline practices, such as Twitter polls and protest events. The interventionist initiatives geared towards the public broadcaster and commercial media include complaints processes that call out inequitable media structures or content, as well as mandate breaches. At the same time, MMA offers participatory initiatives to those same stakeholders, including cooperation in the form of training and development initiatives. These were developed to help media professionals identify pertinent reporting issues and train them to do their job with more accountability and integrity. Beyond media production houses, MMA has also curated good relationships with other NGOs and activist groups, which include participatory practices such as cross-NGO sponsorship of events and resource-sharing. Conversely, MMA also offers interventions during coalitional meetings to help adjust cross-issue participatory strategies. With respect to regulatory bodies, MMA has adopted an interventionist role through the filing of complaints and lawsuits while also curating beneficial relationships with regulators to allow for feedback from the public. What becomes clear from this analysis is that MMA’s two-folded NGO communications and practices strategies continuously foster input, feedback, and participation from civil society. As such, a core value of MMA’s participatory NGO culture is to aid in democratizing the South African mediascape, which includes

media that engage in critical reporting and offer a multitude of opinions, while remaining free from government or capitalist intervention and encouraging continuous feedback from civil society.

Id: 21160

Title: Engaging digital maps: citizens' uneven potential to effect change vs. the legitimization of an error-prone image of the world.

Session Type: Individual submission

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Abstract: Digital media technologies provide new opportunities for citizen's voices to be heard, and for individuals to effect change. However, those opportunities are marred by inequality and the collaborative legitimization of automated expert knowledges over those of individuals. This paper draws on research about people's engagement with digital maps (e.g. Google Maps) in three contexts: buying a house, gaining orientation to a new University, and leisure-walking in rural areas. It grounds its argument within findings from a scoping survey (N+), 35 semi-structured interviews, and 3 x focus groups. In doing so, the paper demonstrates that (in UK at least) people often draw on digital maps as media resources that provide legitimacy, at times allowing people to effect change in official state records e.g. drawing on Google StreetView imagery to highlight and request amendment to errors in Ordnance Survey mappings. On the surface, this might appear to represent an emancipatory potential, where individual citizens can effect change in a state record by engaging with a digital media technology. Furthermore, it could suggest that hierarchical power-relations of state-subject are giving way to a new horizontally organised form of networked individualism (e.g. Castells' notion of a 'network society'). However, as a counterpoint, this paper demonstrates that algorithmically generated expert knowledges often override individual's voices. For example, the research demonstrates that an insurance broker's premium is raised for people living near a retail car park because the postcode is attributed with a high rate of car theft. Despite being aware of the error and being able to visualise and communicate it via a digital map, people are powerless to effect any change to their insurer's premium. That is, the insurer's expert knowledge overrides that of individual citizens. In turn, rather than arguing for any emerging emancipation, the paper goes on to highlight an inequality. It notes that this continues in the uneven distribution of knowledges require to amend digital maps, and the complexity of meanings that different individuals ascribe to doing so. Furthermore, it highlights an emerging inequality where a narrow set of individuals and organisations draw on digital media technologies (such as digital maps) to inform and persuade others, and thus to strategically curate their knowledges and practices (e.g. which house they buy, which route they take between two sites). The paper also notes, with digital maps at least, that a potential consensus may be emerging between platforms (e.g. between Land registry and Google Maps), partly facilitated by citizen's contributions – an echo-chamber of cross-legitimation. Furthermore, that this is currently leading to the construction and legitimization of a single and apparently veracious representation of the world that is entirely at odds with individual's identification of errors. Overall, the paper argues that media and communications research could look to practice theory as a useful framework for making sense of the opportunities and challenges that feature in individual's engagement with digital media technologies, and the processes that lie behind their increased or diminished agency as citizens as a result.

Id: 21322

Title: Fan participation and youth culture: public media and cultural industries as mediators

Session Type: Individual submission

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Abstract: There are CONCEPTUAL DISCUSSIONS about how to understand participation and there is also a debate about which are the most appropriate METHODOLOGICAL APPROACHES (Carpentier, 2016). These two themes intersect in this presentation.

OUR MAIN GOALS are the following:

1. Considering the context in which participation takes places, we will show how certain online platforms interact with youth practices. We will analyse the relationships between TV, social networks and YouTube as the framework where institutions and culture industries try to control the fans participatory processes.
2. Focusing on the fan presence in the community, we will analyse the role played by two fundamental dimensions when defining participation: on the one hand, interaction, established through social networks; on the other, the commitment to specific values presented through their productions on the Internet.

From a THEORETICAL STARTING POINT, we approach participation considering the public presence of fans in communities, where people interact and communicate mediated by multimodal texts. Fans, cultural industries, and public institutions generate these texts (Carpentier, 2011; Dijck, Poell, & Waal, 2018). From this perspective, there are tensions between the fan practices that they carry out as consumers or creators (Hills, 2002). In this context, participants interact online and offline. We assume that there are common interests, practices and shared values among those who participate (Duffett, 2017; Melucci, Keane, & Mier, 1989). The concept of civic imagination (Jenkins, Shresthova, Gamber-Thompson, Kligler-Vilenchik, & Zimmerman, 2016), inspires this work, showing how to imagine innovative spaces and places, from the tension of the fans' practices.

To achieve the before mentioned objectives WE ANALYSE FAN COMMUNITIES in Spain organised around the break-through television programme “Operation Triunfo 2018” using the traditional television network and broadcast through a YouTube channel, organised as a reality show created by Spanish television. This programme is markedly present on the social networks Twitter and YouTube, which contribute to the formation of fan communities around it. Our analysis combines “BIG DATA” (Kitchin, 2014) and “SMALL DATA” (Boellstorff, 2012; Pink, Horst, Hjorth, Lewis, & Tacchi, 2015). This combination enables account to be taken of the context and circumstances in which the practices to be observed, analysed and interpreted take place.

SOME OF THE RESULTS obtained will be aimed at CRITICAL DISCUSSION OF THE CONCEPT OF PARTICIPATION. The following points are of note: 1) Platforms guide the relationships that teenage and adolescent fans have with their idols. If we start with the public media and cultural industries, we find that there is a circular process of interaction, organised to encourage contact with fans, which forms part of a monetisation process. 2) Fans navigate in online and offline circumstances, and physical contact plays a relevant role when initiating new forms of relationship and establishing community commitments. 3) The mechanisms generated by the cultural industries, in terms of projecting certain different values – for example cultural or sexual diversity - contribute to the construction of the fan community. 4) Certain audiovisual products which teenagers generate in the network may be relevant in propagating civic commitment.

Id: 21349

Title: Do creation skills contribute to adolescents' civic engagement'

Session Type: Individual submission

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Abstract: This study starts from the discussion on the participatory culture that youth's enthusiastic involvement in online content creation has a potential to lead to citizen participation. It first explores the pathways from creation skills, creation activities and civic engagement, and examines the moderating role of information skills in order to explain what abilities are required in the relationships between content creation and civic engagement based on media literacy literature. Further, this study investigates the detailed pathways of content creation by dividing content into entertainment, pro-social and political content.

This study conducted a face-to-face survey of 1200 adolescents in South Korea using a multi-stage stratified random sampling method. As a result of path analyses, first, this study found that content creation activities cannot be directly related to civic engagement. Political content creation showed a strong relation to civic engagement, but entertainment content showed a negative relation. In addition, creation skills also showed a negative relation to civic engagement. These results are in contrast to optimistic expectations about youth who are active in creation activities and savvy to create content.

Second, this study found that adolescents with higher creation skills are likely to create entertainment content and pro-social content. However, the relationship between creation skills and political content creation was the opposite. Adolescents who are skillful at uploading and sharing messages, photos and videos are not only interested in entertainment content creation, but are also active in pro-social content creation that gives help and advice to others, but they are less interested in political content creation. This supports the argument that the area of content creation should be examined separately.

In addition, this study attempted to multi-group analysis dividing groups by the level of information skills, assuming that the ability to understand and evaluated message will be critical in the paths of creation skills, creation activities and civic engagement. We found that there was a significant difference in several paths depending on information skills. First, the negative relationship between creation skills and political content creation appeared only in the group with low information skills. Also, the positive relationship between pro-social content creation and civic engagement appeared only in the group with high information skills. The results suggest that content skills and content creation activities may have impact on civic engagement when equipped with information skills. On the other hand, this study found the relationship between political content creation and civic

engagement was significantly stronger in the low information skills group compared to the high information skills group, and the interpretation was suggested.

In conclusion, this study suggests a theoretical implication that the relations between content creation skills, content creation activities and civic engagement are not simple, unlike other optimistic literature discussed. The findings also contribute to understanding the roles and limitations of content creation skills and the importance of information skills. Therefore, this study discusses practical implications in relation to adolescents' content creation and civic engagement.

Id: 21353

Title: New Media, Activism and Socio-Political Change: A case study of Twitter campaign #LahuKaLagaan in bringing a tax policy change in India

Session Type: Individual submission

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Abstract: Social networking sites (SNS) have emerged as a sphere for debate and discussion in the Indian Sub-continent. Besides mass conversations, SNS are innovative tools to inform and mobilize communities for engagement through advocacy. Citizens and civic groups are using a plethora of platforms, such as Twitter and Facebook to engage. In 2017, Oxford dictionary coined the term youthquake(a significant cultural, political, or social change arising from the actions or influence of young people) after studies on how millennials (born 1980 – 2000) view activism as a part of their overall identity, a way to socialize and relate to others. Therefore, non-profit organizations (NPOs) have increased their presence on social media as a means for people to come together to solve common problems, implements solutions and new forms of engagement intrinsically linked to the growing power of technology (Lovejoy and Saxton, 2012; Özdemir, 2012; Saxton and Waters, 2014). In recent times, there has been an increase in menstrual activism on social media that attempts to address the issue of menstrual equity i.e. equal access to menstrual hygiene products, and education about reproductive health across the globe. Of late, in the last 3 years, various campaigns across South Africa, Australia, Malaysia, Mauritius, and India have been prolific in abolishing the blood tax. At present, less than 15 countries have zero taxation policy on menstrual hygiene products. The United Nations has declared menstruation a matter of public health, gender equality and human rights. Menstrual products are a basic necessity, essential to women throughout their lifetimes. Social Media has opened new virtual platforms for not only challenging and eradicating stereotypes around it but also giving newer democratic participation tools to influence policy changes. The present study aims to explore the new wave of period activism on SNS vis-à-vis menstruation in the current cultural and political landscape in India. It is a case study of #LahuKaLagaan (Blood Tax) by She Says, an NPO, against indiscriminate tax policy on menstrual hygiene products introduced by the Indian government under its new taxation policy in 2015.

Mixed research methods were adopted for the purpose of analyzing the case. A qualitative framing analysis of their Twitter handle was done based on Snow and Benford's Framing Analysis (1988) from April 2017 to July 2018, to identify frames present in their tweets along with in-depth interviews with their representatives. Examples of core framing and frame alignment processes

were identified and illustrated through posts texts and shared content within posts. Core framing and alignment processes were determined to be an efficacious theoretical framework for understanding how NPO's use strategic messaging. The goals may be varied, to engage and motivate followers, broaden their base of support, recruiting new followers, attempting to legitimize messages among a diverse constituency, transforming frames as circumstances call for other emphases and other tangible outcomes like in this case a tax policy change. The research opens avenues for the new brand of communicators of social action networks for seizing the power of strategic message framing to achieve their goals.

Keywords: Digital Advocacy, New Media, Menstrual Hygiene, Framing, Social Media, Non-Profit Organizations, Millennials, #LahuKaLagaan

Id: 21776

Title: Information and communication technologies for the development of young people. A study in Mexican organizations.

Session Type: Individual submission

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Abstract: Although the strategic potential of information and communication technologies (ICT) to promote social and human development has been pointed out (WSIS, 2018), the results have not been as expected (Heeks, 2010). In Mexico, a public policy to increase access and equipment has prevailed. Technological centers have also been opened in marginalized communities, however, little attention has been paid to the needs and cultural context of users.

This paper presents the experience of a research project, which based its theoretical framework on the concept of development (Sen, 2000), Klein's (2013) choice framework and the premises of Tufte and Mefalopulos's (2009) participatory communication methodology. The proposal was to incorporate the participation of users through the reflection of their experiences, problems and needs to choose how to take better advantage of the possibilities offered by ICT.

How to strengthen the capacity of government and civil society organizations to support vulnerable youth through the use of ICT?, was the main research question. Unlike other research and interventions of ICT for development, this study focused on organizations and not on individuals to expand the reach of digital literacy and on the problems faced by young people in Mexico due to the lack of education and employment opportunities, as well as the increase of violence and organized crime.

A mixed methodology was implemented. First, an online survey applied to 208 Mexican organizations allowed a diagnosis of the characteristics of their work towards vulnerable young people and their conditions of access, use and appropriation of ICT to accomplish it. In a second stage, a participatory methodology was carried out through a three-day workshop in which six organizations in four different cities and regions of the country participated.

The results show that in Mexico the use of ICT in organizations with social development objectives is common, however, they are used mainly for administrative and dissemination purposes and less optimized to attend their target population, establish collaborative networks and seek funding. The participatory methodology provided a space to offer knowledge about the use of ICT for social development, not in a vertical manner, but through a dialogue to discuss the viability of the trends according to the context of each organization. The research identified that there are preconditions that are required for the optimal use of ICT and the main senses in which they can contribute significantly to the work of these organizations.

Based on these findings, an analytical framework that systematizes and describes levels and dimensions of ICT use was structured to contribute to generate diagnoses, public policies and a better planning of their employment at an organizational level. The organizations involved in the study concluded that the main role of researchers is to systematize and synthesize useful knowledge for them to work on solutions through the use of ICT according to each context.

Id: 21957

Title: Political activism of Mexican filmmakers in the global public sphere

Session Type: Individual submission

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Abstract: Citizen participation in the global age is increasingly complex. On the one hand, the changing logics of the global public sphere expand the scope of the public expression, which in turn evidence a local-global tension. On the other hand, the global public sphere implies a number of inequities that affect the conditions for participation of citizens. In this way, some citizens—and especially activists—are very visible, while others are less visible or even are made invisible. This work focuses on a special type of visible citizens: the worldwide recognized filmmakers. In this way, the paper explores the activist public expression practices of cultural figures in the global public sphere, by focusing on the acceptance speeches of three Mexican filmmakers: Alfonso Cuarón, Guillermo del Toro and Alejandro G. Iñárritu, who have won a number of international film awards in the recent years. As many celebrities, they have positioned political topics in their acceptance speeches.

The theoretical framework discusses the links among global public sphere, participation, media and celebrity activism (Bringel, 2017; Carpentier, 2016; Fraser & Honneth, 2003; Fraser, 2014; Freedman, 2017; Pleyers, 2015; Ristovska, 2017), by articulating contributions from communication for social change, participatory communication studies, sociology of social movements, and political philosophy.

The study is based on discourse analysis of their Oscar and Golden Globe acceptance speeches, in order to identify the ways of positioning themselves, their interlocutors, and the topics as well. The preliminary findings let identify a critical position of these three filmmakers, as world citizens, face to the Mexican and American presidents. They address political issues, as migration and freedom, echoing the claims of Mexican migrant communities and human rights activists as well. Although they are visible and privileged actors, there is a discursive connection with non-privileged communities and their concerns.

The study contributes to the discussion about different ways of participation in the global public sphere.

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Id: 22101

Title: A Hierarchical Model of Influences on Citizen Journalism Content Production

Session Type: Individual submission

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Abstract: The practice of citizen journalism has turned to be a worldwide phenomenon. Its significance is self-evident. From snapshots taken on the spot to carefully executed political uprising, the impact of citizen journalism could be seen almost anywhere in the world. User-generated news and commentaries foster political learning and stimulate political participation, which further cultivate democratic citizenship (Kaufhold, Valenzuela, & De Zúñiga, 2010). As does professional journalism, citizen journalism is powerful in shaping people's perceptions of the social reality, influencing their attitudes towards social institutions and issues and even changing their political behaviors. Most existing studies on citizen journalism basically fall into three major categories: descriptive studies on the practice of citizen journalism, the effects of citizen journalism on people, politics and the society in general and professional media's adaptation of citizen journalism to their existing content production process.

The extant literature on citizen journalism misses a major component ---- the factors that shape the content of citizen journalism, which is a major concern of media sociology scholars. The situation is similar to that of the "traditional" mass communication research. In tradition, mass communication scholars focus their attention on media effects research, while overlooking the content; yet, it is the content that influences people, and a better understanding of how the content is takes such a shape can help paint a more complete picture of the entire communication process (Shoemaker, 2007, personal communication).

Prior literature has shed light on the discussion of influences on the content of citizen journalism. For instance, contents generated by ordinary people are mainly popular culture-oriented while selection and production of informational news remain privileges of professionals (Jönsson & Örnebring, 2011; Örnebring, 2008), which partially implies that popular culture possibly influences the content of citizen journalism. Nevertheless, the citizen journalism literature lacks a systematic

and integrative approach comparable to Shoemaker and Reese (1996). Shoemaker and Reese (1996) propose a model in analyzing the hierarchy of influences on the content of journalism. They divide these factors into five levels: individual, routines, organizational, social institutions and social systems.

Yet, the model proposed by Shoemaker and Reese does not naturally applies to citizen journalism because the practitioners of citizen journalism are ordinary citizens, who are unlikely to be bound by professional and media-organizational rules and routines. However, Shoemaker and Reese's model also sheds light on the practice of citizen journalism because citizen journalists, when producing news content, are nested in multiple layers of social structures such as communities and nation-states, and have to interact with various types of social institutions such as government and public relations agencies. As such, traditional notions of media in media sociology research can be possibly re-conceptualized to incorporate new forms of journalism (Antony & Thomas, 2010) and explain the new media configurations (Reese & Shoemaker, 2016). Therefore, the primary purpose of the piece is to propose a hierarchical model of factors influencing the content of citizen journalism by synthesizing the existing research on the topic, which can help guide future research on the topic.

Id: 22127

Title: The use of environmental civic tech as data activism in China: thinking about the mechanism of connection in deliberative system

Session Type: Individual submission

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Abstract: In recent years, civic tech (data tools) has been emerging in China, with a focus on structuring civic feedback and enhance public participation. This paper discusses how data activism by the use of civic tech in environmental protection might empower Chinese citizens to participate in the creations of solutions for environmental issues. It attempts to understand the significance of data activism around the use of environmental civic tech in China by rethinking the notion of deliberative system in the datafied society. Specifically, it studies the process of datafication enabled by affordances of Bluemap, a mobile app innovated to facilitate environmental public participation. The aim of the study is to explore how it might connect the expression of public opinion in the informal public sphere with the decision-making in the formal political sphere, thus supporting citizens to engage in collaborative environmental governance.

Milan (2016) describes the nature of data activism “more about constructing a ‘politics of connections’ than it is about constructing its own composite action system ” (p.11). She sees it as a “point of articulation”(p.11-12), bridging the boundaries of different action spaces. Building upon Milan’s (2016) theoretical explanation of the notion of data activism, this paper further develops the idea of ‘politics of connections’ in the Chinese context, attempting to understand the dynamics of data activism around the use of civic tech in China. More specifically, the study borrows the idea of “politics of connections” to rethink Mansbridge’s concept of deliberative system (1999), aiming to understand the significance of data activism by the process of datafication for the deliberative system and the public sphere.

According to Mansbridge’s systemic view, the deliberative system includes three main domains for discursive participation on a continuum. The continuum ranges from the formal decision-making within parliamentary settings and public assemblies, through debates and conversations taking place among political parties, government officials, interest groups and media, to informal talk among ordinary citizens and social movement actors. In the whole deliberative system, each component is independent but also interconnected, whether they take place in institutional forums or social arenas. Although Mansbridge stresses the complementary importance of each element in the deliberative system, she does not further explore the mechanism of connection between the formal political sphere and the informal public sphere in the notion of deliberative system. Therefore, to further develop this notion, this paper thinks about the politics of connections in the deliberative system in the era of big data by investigating the public potentials of civic tech in China.

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Id: 22136

Title: Indigenising Research Education: Participatory culture-centred strategies used in the Kalahari

Session Type: Individual submission

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Abstract: South African tertiary education institutions are responding to the call for the ‘decolonisation’ and ‘Africanisation’ of curriculum and research. While the transformative agenda of these calls is valuable, it is dangerous when discourses and practices of decolonisation reinstate dualisms and essentialisms. In addition, this transformative agenda is contradicted by regulatory regimes in academia that impose stringent ‘research engagement rules’, as well as the “pervasive consultancy culture” and “NGO-ization of the university”. This paper will provide reasons as to why the idea of ‘indigenising’ education may be more beneficial to both (student) researchers and (often indigenous) research participants. Indigenisation differs in that it does not impose exclusionary values. Rather, it can offer a set of participatory, culture-centred methods that allow both indigenous and non-indigenous researchers to become skilled in conducting research with indigenous communities. It is imperative that researchers adopt strategies that recognise research participants’ local, cultural, and spiritual expressions in order to make contextual sense of data. Indigenised research methods are geared around discovery, rather than appropriation and persuasion. The paper will present some of these instructional methods that highlight i) articulating contemporary indigenous concerns by centring landscapes, images, languages, spirituality and metaphors (specifically through development narratives, photo elicitation, grassroots comics), ii) autoethnography and reflexivity as methodological tools, and the iii) co-construction of knowledge and participatory perceptions. Field research conducted with the !Khomani Bushmen of the Northern Cape, South Africa, will illustrate the discussion.

Id: 22189

Title: The feasibility of the participatory approach within CSR initiatives: A South African perspective

Session Type: Individual submission

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Abstract: Worldwide there is an increased awareness of the significance of corporate social responsibility (CSR) in the quest towards sustainable development. This implies that CSR should not only be practice to the advantage of the organization but that business should focus on the concept of sustainability towards empowerment because of widespread evidence regarding the benefits for both business and society. There is also global pressure on businesses to adhere to guidelines pertaining to sustainability such as the sustainable development goals of the United Nations.

In South Africa, this demand on business to seek sustainability is further reflected in guidelines developed by the South African Bureau of Standards (SABS) and the King Reports on Corporate Governance for South Africa (King III & King IV). In these reports, clear guiding principle are stipulated for business on how they should contribute to sustainable development. It is argued that sustainability should be viewed as a central management objective to specify how companies should contribute to the empowerment of society at large, cater for the needs of a wider range of stakeholders, take action on sustainability issues and needs, and make a wider and sustainable impact on society. CSR initiatives aimed at sustainable development may aid organizations in realizing this objective.

Communication within the CSR context, aimed at sustainable development, should be seated within the theoretical field of development communication. Within this field, the participatory approach is viewed as the normative and current paradigm, aimed at facilitating change geared towards empowerment and ultimately, sustainable development. Thus, if business ought to contribute to empowerment towards sustainable development through their CSR initiatives, their CSR communication should be guided by the participatory approach. However, the utilization of the participatory approach in business within CSR initiatives is often perceived and as unfeasible, given the corporate context.

The aim of this paper is to evaluate the perceptions of senior communication practitioners in various South African organizations, responsible for CSR communication, about the feasibility of the participatory approach within their CSR initiatives, aimed at sustainable development. A qualitative research approach will be followed with semi-structured interviews being conducted with ten communication practitioners. The interview schedule will be constructed according to the current theory pertaining to the four constructs of the participatory approach namely dialogue, cultural identity, participation and empowerment. The data will be analyzed through qualitative content analysis. After the analysis, the four constructs will be re-conceptualized to make them more feasible within the business context of CSR.

This paper would therefore present the perceptions of communication practitioners on the feasibility of the participatory approach within CSR initiatives. It would also present a re-conceptualization of the constructs of the participatory approach, as perceived to be relevant for business.

Id: 22402

Title: Re-presentando la construcción de paz en el Sur del Tolima: el Video Participativo como catalizador de transformaciones.

Session Type: Individual submission

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Abstract: La firma de los Acuerdos de Paz entre el gobierno colombiano y las FARC a finales de 2016 plantea una serie de retos para la construcción de una paz local sostenible en el país. A pesar de que el proceso de paz redujo la intensidad de las confrontaciones armadas, han comenzado a surgir nuevas conflictividades, ocasionadas por nuevos actores, en parte de los municipios donde las FARC se han desmovilizado; algunas de ellas asociadas al uso del territorio y de los recursos naturales.

La construcción de paz desde lo local significa reconsiderar hacia qué y hacia quién se están orientando los esfuerzos de transformación (Richmond, 2011), diseñando colectivamente una paz “situada” en el territorio. Para ello es necesario fomentar una comunicación dialógica (Mefalopulos, 2007) que genere confianza, asegure el entendimiento mutuo y favorezca la búsqueda de distintas alternativas, con el fin de trazar un itinerario de cambio social y convivencia pacífica con identidad cultural propia.

El Video Participativo como herramienta metodológica de investigación social colectiva favorece el desarrollo de procesos reflexivos (Rodríguez, 2001, 2011) que ponen el foco en “cómo nos representamos” más que en los hechos históricos diacrónicamente narrados (Montero y Moreno, 2014). Este enfoque, que apuesta por la construcción colectiva de una imagen emancipada de narrativas convencionales, permite explorar otras narraciones, otros actores y otras subalternidades del territorio normalmente silenciadas en los discursos dominantes.

Desde esta perspectiva ha comenzado a andar el proyecto “Escuela, territorio y posconflicto: construyendo una cultura de paz en el Sur de Tolima”. Este proyecto, co-investigado con maestros, maestras y organizaciones de cuatro regiones del Sur de Tolima (Chaparral, Planadas, Rioblanco y Ataco), utilizará el Video Participativo para explorar, nombrar (y así visibilizar) proyectos de futuro y aspiraciones comunitarias que, desde una mirada problematizada de la realidad, permitan co-crear iniciativas de paz sostenidas por una red ciudadana, dando así forma a procesos de construcción colectiva de memorias del pasado y, sobre todo, de memorias del territorio con sentido de futuro.

Id: 22431

Title: From 'smart cities' to co-intelligent territories: the participatory gap

Session Type: Individual submission

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Abstract: A communicational approach to the concept of co-intelligence (Atlee, 2017; Stremtan, 2008) associated with territorial management is the focus of this proposal that intends to establish argumentation and a critical reflection on how participatory communication contributes to territorial sustainability (Giovanella, 2014; Tufte, 2017).

Based on multiple interpretations of smart territories, including the “smart city” concept (Dameri, 2013; Rizzon et al., 2017; Tedim, 2016), we will argue that technological oriented models, namely urban planning norms or indicators to establish city rankings — heavily digital centred, frequently top-down implemented through macro structures—, became “disputed rights and contested truths” in line with the conference’s theme. Although having a disciplining role (Vanolo, 2014) they lack the sensitivity to take into account territorial idiosyncrasies, that is, the diverse knowledge networks that constitute the cultural identities that structure and conceptualize territories.

We will discuss the role of territorial communication beyond its traditional contribution in promoting a positive territorial image and/or in the construction of competitive territorial identities (Kavaratzis & Kalandides, 2015), analysing its structuring role through participative practices in the collective, collaborative and cooperative frame of territories. We will also highlight its relevance as a support for the design of smarter public policies, anchored in leadership visions, but also in the expectations of its recipients, and as driver for a more demanding, more involved and therefore more sustainable citizenship, according to the emerging perspective of participatory sustainability as a contemporary paradigm.

Id: 22440

Title: Participatory Media for Empowering Women in Urban Resettlement Site: Opportunities, Challenges & Perspectives

Session Type: Individual submission

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Abstract: Development induced displacement and resettlement is inevitable across the developing nations and is estimated to impact 15 million people annually (Cerna,2008). The problems associated with displacement and resettlements are multidimensional and mostly impact the poor and marginalized groups of people. The basic principles of resettlement, according to UN Human Rights legislation is that all potentially affected groups and people, including women, as well as the various stakeholders have the right to relevant information, full consultation and participation throughout the process (UN, 2007). In reality, most resettlement projects are implemented without planning, consultation or participation with the people. The risks involved in resettlement include – unemployment, marginalization; food insecurity, a decline in health; increased morbidity; loss of access to common property resources; social disarticulation; and risks to host populations (Cernea 2000).

Women, particularly the female-headed households become more impoverished after resettlement due to unemployment and lack of safety & security. Development-induced displacement and resettlement disrupts lives, livelihoods, societal networks and is a major factor in weakening the already heavily disadvantaged position of women (Terminsky, 2013). The Perumbakkam, resettlement site on the suburbs of Chennai city in India, considered to be Asia's largest resettlement site with over 25,000 housing units estimated to house more than 100000 inhabitants is no different in terms of the recovery and restoration of lives and livelihoods of people. The resettlement site, has made people especially women vulnerable to economic, social, safety & security threats. Unemployment has escalated the crime rates in the resettlement site further restricting women's movements and socialisation. Information and communication are very important when people are uprooted from their homes and resettled elsewhere.

Communication for Development interventions when implemented through the solution-based framework can provide the much-needed respite for many issues and problems faced by women in resettlement site. This paper presents as case studies the results of communication for development interventions used in the resettlement site as part of an action research using the participatory framework. The communication for development interventions in this pilot project used visual ethnography skill set and tool kit to understand the problems, to identify the needs and to find solutions to issues faced by women in the resettlement site. The participatory framework ensured participation of the women in all the three interventions discussed in this paper. The digital story intervention using the positive deviance framework helped women to recover from the trauma of resettlement and motivated them to take up community leadership. The ICT intervention through a mobile application helped women bridge the information & knowledge gap and also helped in socialisation. The social media intervention through skills development workshops enabled women to make their presence on social media platforms for sharing their struggles, success stories and to market their handmade products. The paper also discusses the many issues and challenges faced on the field when implementing the media interventions. Participatory media interventions using solution-based framework such as these can have a life defining impact on women in resettlement site. These interventions not only helped in alleviating problems women faced but also acted as a tool for empowering the poor and marginalised women in resettlement sites.

Id: 22579

Title: Something old as something new: the politics of naming and the place indigenous and participatory approaches

Session Type: Individual submission

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Abstract: In the development sector, and in communication and social change in particular, there is a growing optimism that innovation, participatory design, and social entrepreneurship can more effectively address entrenched development challenges, offering new perspectives on participatory theory. Innovation Labs, Hackathons, Design Thinking and Human Centred Design have been promoted by private foundations, and enthusiastically adopted by traditional government donors and UN Agencies. This groundswell was evident at a 2018 practitioner-focused conference (the 'Social and Behaviour Change Communication Summit), where 'innovation', and 'design' featured prominently on every day of the 5-day programme, including one workshop entitled 'How would Freire Design?'.

However, this paper questions the assumption that ideas of design and innovation as approaches to development are 'new' as they are imported into the Global South by development agencies and philanthropies. Instead it is important to pay attention to the ways that local actors are active in their engagement with these ideas and trends. Local actors may variously welcome ideas such as innovation, social entrepreneurship and approaches such as human-centred-design, repurpose such approaches for their own interests and contexts, or resist such approaches.

This paper focuses on the case of a Malawian NGO, the Creative Centre for Community Mobilisation (CRECCOM) which, through adopting the 'design learning' approach suggested by a Northern-based partner, gained legitimacy around its own long-held concept of 'Tepetepe'. In Chichewa, Tepetepe means 'flexible', and in practice means engaging with and connecting interdependent decision-making people within a village, facilitating ongoing participatory communication, collecting feedback and sense-making in ways that offers stakeholders both choice and agency towards positive change.

This chapter describes CRECCOM's concept and practice of 'Tepetepe', in conjunction with their use – both practical and political – of 'design-learning'. We outline an agenda for further research

on the implications of the growing interest in innovation, design and social entrepreneurship informed approaches to understand how they are working in practice to complement, supplement, offer an alternative to, or render invisible indigenous and endogenous approaches to participation.

Id: 22717

Title: Political Participation as constitutive practice

Session Type: Individual submission

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Abstract: In media and communication, particularly in the study of politics and media, there has been a growing recognition of the importance, but also the challenges, of creating the conditions for effective and sustained political participation (Bennett and Segerberg, 2013). It is recognised that participation, while it might be of value for its own sake, is potentially of great public value if it is established as part of politics, as, for example, in deliberative theory (Habermas, 1990; 1998). In this sense participation potentially helps to overcome the twin dangers of the proliferation of rights claims for ever increasing forms of identity (Dagger, 1997) and of the alienation of increasing professionalization of politics (Craig, 2016). Two approaches to our field have helped us to understand, however, that the form that political participation takes makes a difference to its potential to enliven and legitimate politics. Carpentier (2011), distinguishes between minimalist and maximalist forms of participation and Bennett (2012) distinguishes individual from collective forms of participation. In this paper, I offer an alternative way of distinguishing forms of political participation that emphasise the importance of participation as social practice and provides an account of political autonomy that does not collapse into isolated individualism. This account is based on the work of Goffman (1959, 1967) that provides an interactionist account of maximalist participation and an account of individual participation political autonomy realized through social interaction as constituting political subjectivity.

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Id: 22819

Title: Participation in policy development: A case study on Participatory Action Research for Policy Development (PAR4-P) within smart cities

Session Type: Individual submission

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Abstract: Although much research on participation and participatory processes for policy making have been conducted, true and effective participation of stakeholders within decision-making remains difficult and raises challenges in terms of power relations, inclusivity and more (Baiocchi & Ganuza, 2016). Participatory Action Research for Policy Development (PAR4-P), stemming from Participatory Action Research (PAR), is an approach aiming for such effective and bottom-up participation within decision-making (Mariën, Donders, Vanhaeght & Walravens, 2017).

In this paper, we will specifically look into this approach by first conducting a critical in-depth literature review on the concept of participation and its many critiques in order to identify possible challenges when realizing a participatory process within decision-making. Second, a critical revision of the PAR4-P approach and its supposed benefits is realized. This paper entails a case study wherein the PAR4-P approach is tested and evaluated within the context of smart cities. Smart cities support the participation of all stakeholders of the quadruple helix within policy making (Hollands, 2008) and therefore make a perfect first case study to test and improve the PAR4-P approach. The case study covers the involvement of the quadruple helix via the PAR4-P approach to discuss and develop bottom-up policies and actions with regard to mobility in the Brussels-Capital Region.

The paper describes the difficulties and opportunities of conducting participatory processes for policy development within a smart city context. It presents how the PAR4-P approach within smart cities differs from the original approach and which factors caused this change. On the basis of the results of the literature review and the case study, the paper outlines how future Participatory Action Research for Policy Development (PAR4-P) approaches can (better) deal with participatory challenges in decision making within a smart city context. Some additional recommendations for strengthening the original PAR4-P approach are also advised.

Id: 22980

Title: Rise and fall of journalists' participatory potential after the Arab uprisings

Session Type: Individual submission

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Abstract: What does participatory potential mean in authoritarian non-Western contexts? Research triggered by the Arab uprisings in 2011 highlighted the popular empowerment of marginalized citizens through technology (Abdulla 2011, Khamis & Vaughn 2013, Alaimo 2013). However, literature overemphasized the role of social media in the interpretation of forcing open the public sphere, neglecting the role of real activist networks, real power asymmetries and politics, as well as classic media organizations on the ground. In addition, the glow of the 'Arab Spring' has faded, as events turned gloomy and uncertain. Summer 2013 in Egypt was a turning point, where research fell back to the hypothesis of enduring authoritarian as a strong power centre learned how to contain the public sphere. The liberation technology hypothesis (Diamond 2010) does not hold up against the increased de-politicization processes in Egypt after 2013. Focusing only on the online media, without its interactions with society and politics, cannot offer answers on vital questions on media functions in transformation.

Against this background, this paper scrutinizes the participatory potential of challengers in an authoritarian context by not looking at social media, but at the communicative and political repertoires as manifested through journalism. This paper connects the concept power asymmetry (dominant power centre, marginalized peripheries) with the concept participation, by investigating the structure and agency constellations in Egypt, which was marked by alternate radical shifts from massive opening into tight closing of the public sphere.

Focusing on the journalism's syndicate crisis in 2016, this paper analyzes the journalists' double participatory potential, as citizens and as journalists, within constrained public spheres. In 2016, the police raided the headquarters of the Journalists' syndicate in Cairo to arrest two oppositional journalists holding a sit-in challenging the regime (on its decision to let go of two Red Sea islands to Saudi Arabia). Raiding the syndicate was unprecedented action in Egypt's history that triggered strong contested discourses among the journalistic community on the meaning and purpose of participation, as well as the boundaries between the political and the professional roles for journalists.

Methodologically the paper includes a MaxQDA-supported qualitative content analysis (Kuckartz 2016) of the newspaper coverage of three newspapers: state newspaper Al-Ahram (N=49), private medium Al-Masry Al-Youm (N=100) and alternative medium Al-Badil (N=64). I also conducted interviews with key actors in the crisis to shed light on the inner dynamics.

Results show that Internet activism cannot replace real protests. The discourses polarized the journalistic views on journalists' participation in politics. An activist discourse mobilized against the police framing the syndicate as the "siege of the house of freedoms". The two non-state newspapers verbalized demands as presidential apology, resignation of minister of interior and the release of the fellow journalists. On the other hand, loyalist journalists from state and private media counter-

mobilized the opposition through numerous meetings and rallies orchestrated especially by various state media in so-called "journalistic family gatherings". The discourses reveal divided loyalties towards either patriotism or the profession in an authoritarian context. This paper hopes to offer a context-sensitive theoretical conceptualization of the meaning and limits of participation in authoritarian contexts.

Id: 23021

Title: Hacia un modelo de asociación de la comunicación pública y la sostenibilidad social desde el enfoque del desarrollo mediático

Session Type: Individual submission

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Abstract: En este trabajo se formulan las bases para el diseño de un instrumento que permita la evaluación de las condiciones de la comunicación pública que guardan relación con el desarrollo social sostenible en una entidad federativa de México (Aguascalientes), y se presentan resultados preliminares de su pilotaje. El supuesto de partida es que la calidad de la comunicación pública, considerada como el ámbito de la interacción de los actores sociales en el espacio público (Demers & Lavigne, 2007), es un elemento favorecedor para que las personas alcancen un mejor bienestar.

El objetivo central consiste en la formulación de un modelo que permita asociar la calidad en la comunicación pública de una entidad federativa de México con la medición de la iniciativa Better Life Index (BLI) promovida por la OCDE (INEGI, n.d.). La iniciativa BLI cuenta con 35 indicadores que en México son aplicados a las 32 entidades federativas para medir el nivel de bienestar. La comunicación pública se operacionaliza tomando en cuenta el conjunto de indicadores de desarrollo mediático del Programa Internacional para el Desarrollo de la Comunicación (PIDC-UNESCO, 2008, p. V), y las formulaciones teórico-metodológicas de la comunicación pública (Lavigne, 2008). A los resultados se aplican diferentes pruebas de análisis multivariado

Elegimos a Aguascalientes en función de que cuenta con un valor de 0.760 en el Índice de Desarrollo Humano (IDH) del PNUD (De la Torre García, 2015) el cual se encuentra por encima de la media nacional mexicana que es de 0.746, ubicándose como la novena entidad federativa mejor evaluada. En una segunda etapa, la cual se encuentra en proceso, se realiza la misma medición para Chiapas, la entidad que tiene el IDH más bajo de toda la república mexicana, con valor de 0.667, que es coincidente con algunos países de África subsahariana como Gabón, con el objetivo de contrastar los datos e identificar si la hipótesis de la asociación buscada se mantiene.

El modelo resultante permitiría evaluar el papel que juega la comunicación pública en el alcance del bienestar social, con la finalidad de otorgar base empírica para la elaboración de políticas públicas que utilicen estrategias comunicativas en el desarrollo social sostenible.

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Id: 23091

Title: Izindaba Zokudla: conversations about food

Session Type: Individual submission

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Abstract: The Izindaba Zokudla grouping in Soweto, Johannesburg, South Africa, is an informal group of urban farmers striving to address inequality in the food system by forming an open learning community. It is a multi-stakeholder initiative consisting of urban subsistence farmers, co-operative farmers, business sector, government sector, public sector groups, academics, environmentalists, activists, consumers, and any member of the public that is interested. Together the stakeholders seek to change the local food system to ensure food security.

One of the problems often experienced by open multi-stakeholder communities is that stakeholders are voluntary involved – they ‘come and go’ at will. As this may result in discontinuity, the communication between stakeholders are paramount. This project describes the communication amongst the estimated 2000 stakeholders living in a poverty-stricken area of Johannesburg. More specifically, this project theorises public self-expression for activism and group identity building by analyzing a community blog site of the Izindaba Zokudla group. Preliminary findings of the project indicates different forms of public self-expression, a range of reasons for self-expression, and a definitive value found in self-expression in the blog entries.

The blog entries contain stories about the hardship, trauma, poverty, inequality, but also the joys of farming, working the land, and creating income opportunities. Through storytelling many emergent urban farmers in Soweto find markets and opportunities to sustain themselves financially. The blog site forms part of the evolving online presence of the group. They seek to expand their online presence by pooling resources with a number of activist, educational and other groupings.

These findings are reflected upon by drawing on the different epistemological differences of both institutionalized development communication and revolutionary social change. In so doing, this project seeks to develop an online and offline communication model for open multi-stakeholder development projects in the global south.

Id: 23094

Title: Shouting in a Whisper: Social Change and Participation in Qatar

Session Type: Individual submission

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Abstract: Over the past twenty years, Qatar's international workforce has expanded alongside its built environment, with foreign workers now comprising 65.2% of the total population (United Nations, 2017). However, many of the country's low-income workers do not read or speak the two primary languages of the country's leading governmental and private agencies, Arabic and English (Gardner et al., 2013). Language is not only an essential cultural tool needed for communication and social cohesion (Everett, 2012), but linguistic barriers can distance foreign workers from public discourse and contribute to socio-cultural marginalization (Lan Lo, 2014).

According to scholars like Thomas (2014), improving communication deficits should involve increasing media access and engaging communities in contemporary discourse. Focusing on communication rights, in particular, can stimulate further discussion and action to occur around advancing the rights of people to have their voices heard (Thomas & van de Fliert, 2015; CRIS Campaign, 2005; Universal Nations, 1948). However, in the complex development space of Qatar, legal obstacles and fear of reprisal are impediments to foreign workers speaking out and "seeking redress for violations and exploitative conditions" (United States Department of State, 2017).

As the labor migration cycle continues to operate in Qatar and throughout the region, this qualitative study seeks to uncover new pathways to social change through semi-structured interviews with community development leaders in the capital city of Doha. Findings reveal a distinct fragility around the notion of participation itself, with many small-scale programs siloed and disconnected in order to protect practitioners and participants alike. These grassroots efforts are rarely seen in news media and other mainstream information channels, with self-censorship highlighted as a key strategy for navigating the community development space. This paper speculates on these findings and offers a critical reflection on the potentials for participatory processes and power redistribution in a context where socio-political restrictions remain a significant limitation to social change.

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Id: 23272

Title: Shooting Cameras for Peace! Critical reflections on the dialectic between product and process in a participatory photography peace building project in Colombia (Video presentation)

Session Type: Video Submission

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Abstract: For seven years, between 2002 and 2009, Shooting Cameras for Peace, a Colombian non-profit organization, conducted photography workshops with youth in a community called El Progreso, an informal settlement southwest of Bogotá. Most of the students had arrived to the hilly outskirts of the metropolis with their families, displaced by the conflict raging in the countryside or in search of economic mobility given the ongoing economic crisis in rural Colombia. This paper charts the changing definition of “participation” in that project, as Shooting Cameras for Peace evolved from the author’s personal initiative to a Colombian non-profit, to a more localized participatory action project affiliated with the National University.

Shooting Cameras for Peace’s shifting emphasis on the pedagogical process versus the artistic products emerging from the workshops provides fertile ground for reflecting on the meaning of a signifier often floating between the perspectives of different actors: students, parents, community leaders, staff, and donors. Through an analysis of the organization’s seven-year history — based on interviews, participant observation, the photographic archive of 10,000 images, and interviews with relevant actors — this video presentation will rethink the ethics of participation in the context of urban violence and economic marginalization in Colombia.

I will argue for a dialectical ideal in weighing process and product in collaborative media projects. My reflections will be recorded over the students’ images and a mock-up of the forthcoming bilingual book *Shooting Cameras for Peace: Youth, Photography and the Colombian Armed Conflict* // *Disparando Cámaras para la Paz: Juventud, Fotografía y el Conflicto Armado Colombiano* (Harvard University Press, in press).

An initial layout of the book can be viewed at this link: https://issuu.com/johannaespinel/docs/shootingcamerasforpeace_d11ba556f71feb

Id: 23288

Title: Queering Public Spaces: An analysis of political logics of participation at Cinema Queer Film Festival in Sweden

Session Type: Individual submission

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Abstract: Participation is a widely used concept in variety of fields, including media and communication studies, however, the varied use of its meaning lends itself to be described as a floating signifier (Chadha 2017) – a signifier that is open to contestation and re-articulation. Building upon the work within democratic theory of participation (Pateman 1973, Arnstien 1969, Verba & Nie 1972), this paper argues for a deepened understanding of democratic participation beyond its widely used connotation as citizens role in public activities. Taking inspiration from the work of Carpentier, who defines participation as equalization power positions in formal and informal decision-making processes (2012), the research uses a discourse theory (Laclau & Mouffe 1985) framework to understand participation and identity politics within media processes. The paper reports on the findings of a research conducted at the Cinema Queer Film Festival (CQF), Stockholm conducted in 2017 and 2018. The research uses a discourse theoretical reading of qualitative methods, including participant observation, visual data gathering, informal interviews to understand the political logics of participation within the CQF. Using a logics approach to social analysis (Griggs, Glynos & Howarth 2016), the paper analyzes that participation occurs at three levels in course of the festival – 1/ as an organizational process articulated through its internally dominant voices and actors, 2/ a communicative tool that speaks back to the mainstream hetero-normative culture, and 3/ as a democratic claim to material (eg. public parks, schools) & non-material (festivals, media platforms) spaces. At each level, the meaning of participation gets attached to a different set of socio-political norms and practices which the Queer Film Festival is striving to either sustain or challenge. Using this analysis, the paper explores the conditions within which participation, through its varied meaning at each of the distinct levels outlined above, emerges as an articulation of the LGBTQIA+ struggle in Sweden, therefore producing transformative effects in society.

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Id: 23342

Title: Participative Gatekeeping: Which News Values Trigger more Audience Participation in below the Line Comment Fields'

Session Type: Individual submission

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Abstract: In much of the popular rhetoric surrounding web 2.0, participatory journalism fosters new combinations of professional, participatory and technological intermediation which have the capacity to erode established sender–receiver relationships and disrupt the monopoly of well-rooted functions of professional journalism, namely agenda setting, framing and gatekeeping (Goode, 2009; Peters & Witschge, 2014). Gatekeeping in particular, is taking a “participative” form as analytics and metrics identifying audience preferences and dislikes, are increasingly shaping newsworthiness (Philips, 2015). In contrast to traditional professional practices, which systematically subordinated users’ wishes to journalists’ professional judgment and ‘gut feeling’ (Schultz, 2007), the audience turn in journalism (Anderson, 2011) has designated both traffic (clicks and time spent on a news story) and engagement metrics (audience comments and social media shares) as important measures of newsworthiness (Peter, 2015; Tandoc & Vos, 2016).

Although audience responsiveness has been framed as a democratic advancement over older professional models (Anderson, 2011; Kreiss & Brennen, 2016), the practices of measurable journalism (Carlsson, 2018) on one hand, and the vagaries of participation (Anderson & Revers, 2018) on the other, raise important questions regarding users’ contribution in reforming journalism. Notwithstanding much research (Vu, 2014; Tandoc & Thomas 2015) pointing to the growing influence of audience analytics in newsrooms, there has been limited empirical work looking at the preferences of audiences when interacting with news.

Utilizing a bricolage of gatekeeping, participation and news values theories and drawing on a quantitative analysis of 420 news stories, the study attempts to shed light on which news values trigger more audience participation in below the line comment fields. Data is collected from four media outlets in Greece corresponding to different formats (legacy, tabloid, web native and alternative). In particular, the study poses the following the research questions: a) What news values can predict an effect on the number of comments? and b) Are there significant differences in the news values of the most commented items among different types of media? To answer these questions, and considering that the coding of the news values is not exclusive, the study will use cluster analysis. The data is currently being analysed. The study contributes to the broader discussion of whether user participation contradicts traditional professional wisdom exemplified in negative news, human interest stories, controversy, conflict, national stories and well-known persons

Id: 23347

Title: Latin America (1959-2011): Mobilising and communicating dissent

Session Type: Individual submission

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Abstract: During and after the mobilizations that hit different regions of the world in 2011, two key questions emerged from the media and communications field: the role of communicative and media practices in contentious processes (Barassi, 2015; Castells, 2012; Juris, 2012); and how, and if, these practices could allow movements and organizations ‘to endure, build capacity, and effect social change in various places at particular moments in time’ (Fenton, 2016: 23). Relevant to be observed by research based in particular sites of mobilisation, these questions also unveiled a lack of knowledge on the ways in which communicative and media practices have been understood by social movements in the past; and to what extent these practices have contributed to the kind of post-mobilisation politics that activists have aimed for (Saavedra, 2018).

In order to address this gap from a particular site, this presentation overviews five decades of activism in Latin America (1959-2011), as a time span that goes from struggles for democratisation to military dictatorship, and from democratic transition to mobilisation against neoliberal policies (Garretón, 2002). Taking Chile as a prototypical case of the region, and based on the revision of material (texts, audios, videos, etc.) created within salient mobilizations in the aforementioned periods; and interviews with relevant informants and activists involved in media and communications, this presentation will give precise information of a) the origins, rationale and aims of communicative and media practices; b) the relationship between aims and practices in each period; c) the place technology and the political economy of the media occupy in these practices; d) and the outcome of communicative and media practices in helping grassroots activism and movements to endure, build capacity, and effect concrete social change beyond particular waves of contention.

The presentation, ultimately, expects to be a contribution in three ways. First, by providing a wide and deep map illustrating the context, rationale, practices, aims, and challenges of communicative and media practices of social movements in five decades. Secondly, by giving an informed and useful account of the imbrication between media and communications, grassroots politics and democratization processes before 2011. And thirdly, by exhibiting a case that could serve as reference for research and researchers around the globe willing to understand the nature of communicative and media practices in past movements, as well as their contribution for democratising processes.

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Id: 23392

Title: Becoming an Activist: Defining the Role of Social Media in Individuals' Civic Engagement

Session Type: Individual submission

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Abstract: The growing sociological and communication-studies literature investigating the role of social media in civic engagement and political participation typically takes activists and activist organizations as its starting point. Studies of this kind aim to assess the utility of social media for achieving the goals pursued by such actors. In political science, a common approach to questions of civic and political engagement is to try to determine the demographic and/or psychological characteristics of individuals who become involved in political organization and action. Measures of social media use have been recently included in those inventories as another variable related to individuals' engagement.

This study breaks with both these conventions and focuses on the process of becoming engaged from a phenomenological perspective as it unfolds in the case of ordinary citizens who do not qualify as activists at the starting point. Its theoretical premises include concepts from social constructivism as it has been applied to collective action and social movements, radical-democratic theories of citizenship and multi-sited ethnography. The research problematizes the concepts 'activist' and 'activism' and distinguishes a variety of modes and degrees of civic engagement. It asks what place/s social media occupy on the activation trajectory that brings an individual citizen from a state of relative disengagement and passivity to a particular degree of involvement in civic and political causes, collectives and actions.

The empirical material used stems from several case studies of protest mobilizations conducted in Bulgaria and Canada that include over 40 in-depth interviews with participants in these events. The goal is to map out the dynamics that propelled individuals central to the mobilizations from their private everyday worlds to the roles of leaders and drivers of collective action targeting political and social issues. The analysis identifies the various turns and stations that these individual activation trajectories have in common; it pinpoints the ways in which social media become enmeshed in the process; and it account for the differences produced by the distinct material and cultural ecologies within which these trajectories take shape. The individual activation trajectories manifested across the various cases are organized in a typology that offers a nuanced understanding of activism and its gestation. Along with that, the study illustrates a systematic and grounded approach to the assessment of the role of social media as catalysis of civic mobilization.

Id: 23428

Title: Mujeres migrantes detrás de cámaras: el video participativo como instrumento del empoderamiento femenino

Session Type: Individual submission

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Abstract: El presente trabajo discute la funcionalidad del video como una herramienta que contiene una gama de técnicas y procesos en los que las personas pueden adquirir poder, confianza y autoestima (Hernández, 2017). En ocasiones se cree que el video dará voz de manera automática a las comunidades vulnerables. Sin embargo, el empoderamiento implica un proceso más amplio, por lo cual debe cuidarse de no caer en una visión idealizada. De acuerdo con Gumucio (2004) los procesos de cambio social, necesitan de diálogos interculturales para dar voz a los pensamientos de una comunidad y ser partícipes activos en su desarrollo social. Para Protz (1991), un elemento fundamental para facilitar los procesos de toma de decisiones, basados en los propios intereses de comunidades vulnerables, es la producción del video participativo.

Si bien organizaciones internacionales se han encargado de usar el video participativo como una metodología para la auto-representación y el empoderamiento en comunidades marginadas, muy pocos se han encargado de analizar la creación, la proyección, los alcances y las limitaciones del video participativo que se convierten, en una herramienta de comunicación para el empoderamiento de mujeres migrantes, que se reconocen como parte de una comunidad a través del proceso dialógico que conlleva el realizar una grabación de video.

En el presente trabajo, describo la experiencia que han tenido las mujeres migrantes de la comunidad Chila de la Sal, al querer utilizar el video como herramienta de empoderamiento femenino, al participar en procesos de diálogo para narrar las prácticas locales en las que se ven involucradas y hacerse visibles ante el fenómeno de la migración. Dichas mujeres han sufrido discriminación y violencia y han visto en la herramienta del video la manera idónea, para registrar desde su voz, su vida y la nostalgia que sienten por su pasado y por su comunidad.

Palabras clave: Mujeres migrantes, mujeres migrantes de la sierra mixteca, migración, empoderamiento femenino, video participativo

Id: 23457

Title: Civic Imagination and Affective Publics: online civic engagement, participatory politics and (e)utopian imagination in Ethiopia

Session Type: Individual submission

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Abstract: Research on ICTs and participatory politics has pointed to the ways in which technological advances like mobile telephony and increased internet access have transformative potentials through their capacity to facilitate change in the social, economic, and political conditions of those living in underdeveloped contexts. Political landscapes and traditional modes of mobilization and assembly have been altered by the emergence of digitally networked public spheres, the spread of new media technologies and affordances of internet-based communication technologies.

Avoiding techno-determinism, or perspectives that perceive new technologies as neutral tools that drive socio-political and economic change, researchers have considered how ICTs are appropriated and adapted by different cultures, communities, and individuals in nuanced ways and how local political economies and conditions affect the adoption and adaptation of ICTs. Works like Bruce Mutsaers's (ed) 2016 *Digital Activism in the Social Media* and Gagliardone's 2016 *The politics of technology in Africa* show that while the introduction of new media technologies into developing contexts can help facilitate civic engagement in unprecedented ways, civic participation and social change are inextricably tied to local conditions, desires, cultures and political economies. Scholars like Ethan Zuckerman (2015) consider and complicate how civic populations take up creative modes of participation in highly censored media and political landscapes like China and Tunisia through the use of commercial media platforms. Henry Jenkins and those contributing in *By Any Media Necessary* (2016) show the ways in which today's youth use new mechanisms to assert their voice and promote political change outside of established political institutions by taking up new modes of civic participation.

This project adds to this academic discourse by taking into consideration the nuanced and particular circumstances under which Ethiopian civilians and diaspora members use internet-based communication technologies to participate in politics and call for change in their homeland. ICTs and tactical use of social media platforms play important roles in facilitating discourses, civic imagination, participation, and change in states like Ethiopia – where government regimes and stakeholders have regularly curtailed and regulated the access and use of internet technologies by civil society. The author borrows and expands on literature regarding civic imagination, civic engagement, utopianism, and digital activism to analyze the ways in which participatory politics came to catalyze significant changes within Ethiopian and Horn of Africa politics in the contemporary moment. The author discourse analyzes the #EthiopianDream social media campaign

of 2013; considers the 2015-2018 protests for human rights and political reform that mobilized both diasporic and local participation; and thinks through the ways in which participatory eutopian desiring and imagination can lead to desired changes in regions where participatory politics and civic engagement are censored and limited. The author advances theories of civic imagination and eutopian desiring as necessary for the activation of assemblages and civic engagement aimed at socio-political change-making. While technology isn't utopian in its capacity to solve our problems, it does have its affordances – especially in contexts where governmental overboard censorship and surveillance is all too common.

Keywords: Africa, Ethiopia, participatory politics, media activism, imagination

Id: 23478

Title: Comunicación participativa y economía social como modelo de territorio solidario

Session Type: Individual submission

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Abstract: Esta ponencia, se deriva del proyecto: Validación participativa del modelo de territorio solidario en tres campus de la Universidad Cooperativa de Colombia, como contribución al desarrollo socio económico local y la paz, desde el enfoque de la economía social y solidaria. En la implementación del proyecto una de las problemáticas que emergen parten de la pregunta: ¿Cómo favorecer la apropiación del conocimiento y el fortalecimiento de las redes de economía social y solidaria desde prácticas de comunicación participativa? En ese sentido, se observa la necesidad de visibilizar experiencias significativas de las organizaciones aliadas externas del proyecto en la sede Bogotá vinculados al proceso del proyecto territorios solidarios de la Universidad Cooperativa de Colombia.

Con esta presentación, se busca mostrar el grado de empoderamiento de las comunidades en la implementación de herramientas comunicativas como plataforma democrática para la movilización social frente al rol protagónico de las organizaciones en el fortalecimiento de las redes de mercados solidarios en las comunidades locales.

A partir de la metodología investigación acción y el enfoque de la comunicación participativa, se realizaron historias de vida y entrevistas semiestructuradas, que dieron cuenta del fortalecimiento de las capacidades al compartir el conocimiento y la relevancia de la comunicación en la promoción del consumo de productos locales, el comercio justo y la soberanía alimentaria. Así mismo, se evidenciaron el aumento del índice de confianza y el desarrollo de habilidades como asociatividad y liderazgo.

Los principales aportes de la creación de herramientas comunicativas desde productos generados en la radio, las piezas audiovisuales y cortos documentales y el material didáctico impreso y en digital contribuyeron a establecer un vínculo entre la comunidad (productores, distribuidores) y los consumidores, como garantía para la sostenibilidad de los mercados.

Por último, la participación de las comunidades en las labores de producción y difusión de contenidos les brindó la oportunidad de integrarse a nuevos nodos y redes de economía solidaria, a través de convenios y alianzas estratégicas con otras organizaciones del sector.

Id: 23483

Title: Exploring alternative media strategies for change in a post-conflict Colombia

Session Type: Individual submission

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Abstract: This project looks to inquire about the logics and media practices of alternative media outlets in Colombia after the signing of the peace treaty between the former armed group FARC and the Colombian state. This treaty and the plebiscitum that followed has received vastly different reception in and outside Colombia. While there are some early studies about how the media played a pivotal role in swaying public opinion in Colombia towards negative attitudes of this historical achievement, at the moment of the plebiscitum and the presidential elections of 2018, we have very little information of how alternative media have reacted and adapted to this hostile post-conflict media and public environment. Through a participatory qualitative design with several alternative media outlets, this exploratory research project finds itself embedded in a juncture of uncertainty for many both in the media and outside of it. This is because the majority of the six points agreed in the treaty have lost their legal footing or find themselves in limbo, and with a conservative majority congress that is against the peace accord, the rest are not looking up. Thus, many of the programs to foster peace are at a standstill, communities and ex-combatants left adrift wondering how to move forward. In this sense, many NGOs and alternative media outlets are looking how to keep the subject alive in the public's mind so that those most affected are neither forgotten nor left behind. Some, go even further, aiming to bring the message of the communities back to the cities and to those in power. The first question of this project then looks to answer the role of alternative media in a divided country towards a sustainable peace. Second, what can be the impact of the communicative strategies implemented by these media outlets in fostering greater reparation in and between communities, ex-combatants and other actors of the conflict? Finally, this project wishes to highlight the practices that provide insight into the possibilities different types of media provide to effect change for peace.

Id: 23514

Title: El museo como medio: tensiones en torno a la participación desde una propuesta de apropiación social de la ciencia, tecnología e innovación

Session Type: Individual submission

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Abstract: La idea del museo entendido como medio ya ha sido planteada en diversas ocasiones (Hodge & D'Souza, 1979; Lumley, 1988; Parry, 2007) asumiendo las exposiciones como su lenguaje específico (ICOM, 1992), sin embargo es en los últimos veinte años que la comunicación ha tomado un papel protagónico en la manera como los museos entienden su misión y abordan su relación con las audiencias (Hooper Greenhill, 1999; Kidd, 2016). Durante el mismo período, en Colombia la concepción de museo, centro de ciencia y la política para la comunicación de la ciencia han migrado desde una orientación de divulgación, a un enfoque de participación ciudadana. Como actores del Sistema de Apropiación Social de la Ciencia Tecnología e Innovación (ASCTI) se han incorporado más recientemente los museos y centros de ciencia, al hacerse cada vez más conscientes de sus posibilidades como espacios para el encuentro entre ciudadanos diversos, recuperación de la memoria y contacto con la ciencia y las TIC. Dentro de este panorama, el Museo del Caribe, ha trabajado desde 2014 en la elaboración de una estrategia metodológica itinerante para la ASC que hace énfasis en la apropiación del conocimiento con comunidades rurales del Caribe colombiano. La estrategia, de carácter participativo, ha sido diseñada desde una perspectiva educomunicativa, que no sólo hace énfasis en el papel del museo como medio, sino que reconoce la necesidad de vincular activamente a las audiencias en la creación de contenidos. Tras realizar un acercamiento en territorio y la implementación de los primeros diseños hemos identificado tres tensiones para discutir de cara a la implementación de la propuesta en territorio: 1) Promover un espacio para voces diversas vs. la preocupación del museo por la legitimización de los discursos, 2) la creación de contenidos para un mundo digital vs condiciones rurales de baja conectividad y herramientas TIC, 3) participación cultural vs. participación ciudadana. El abordaje de estas tensiones no sólo supone la posibilidad de asumir el papel del museo como medio que empodere a sus audiencias, sino que reta nociones de poder, legitimidad y participación, obligando a alejar esta

última de una concepción de consumo cultural (Morrone, 2006), y en cambio contribuir a reforzar el papel del museo como espacio para la participación ciudadana.

Id: 23794

Title: Keynote Address: Liberating Pedagogy in Participatory Communication: Exploring the Legacy of Paulo Freire

Session Type: Individual submission

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Abstract: In 2006 I co-edited a large anthology on 50 years of history and development of Communication for Social Change. It was based on a global call for relevant publications, receiving more than 1200 submissions, and with the help of an international advisory board, it resulted in the selection of 200 articles and excerpts of articles in what became a very large book (over 1000 pages!). It revealed some key points about the field: the fundamental connection between participatory communication and communication for social change; the strong Latin American contribution (over 40% of the entries); and the very strong inspiration from Paulo Freire in many of the entries (Gumucio-Dagron and Tufte 2006. Spanish version: 2008). These features spark questions relevant for this IAMCR Section such as: what elements of Freire's thinking and practice made him so seminal? And today, almost 15 years later - following financial crisis, digital media developments, Arab Springs and other uprisings, and with significant political changes – what is the legacy of Paulo Freire in the field of participatory communication?

This presentation will do three things: firstly, it will introduce Paulo Freire, the history and development of his trajectory and his key concepts, mapping the circulation of his ideas, and with emphasis upon the field of participatory communication. Secondly, it will assess the current Brazilian controversy around the legacy of Freire, and finally, it will critically assess the international, contemporary applicability of his ideas.

References:

Gumucio-Dagron and T. Tufte (eds). 2006. Communication for Social Change Anthology. Historical and Contemporary Readings. South Orange: Communication for Social Change Consortium.

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