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Id: 14277

Title: Media and the Caste Oppression in the Global South: An Analysis of the Media Coverage of the Dalit Atrocities in India between- 2014-2017

Session Type: Individual submission

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Abstract: The societal contradictions rather than diversity and peaceful coexistence are making India distinctive from the rest of the world. The society is distinctly stratified along the lines of caste, gender, class, ethnicity, language etc. to name a few. Specifically, the discrimination on the basis of caste has been marked and inexorable. The caste system which has its origins in the Hindu Mythology is a system where castes are hierarchically organized on the basis of rules of ritual purity and pollution. This system has had a serious impact on the socio-economic lives of the people as it regulates one's access to better life and equal social status. This system of social division is also highly discriminative in nature and has functioned as an oppressive tool for centuries in the Indian society. So, the discrimination along the lines of caste has deep rooted connections with the existing social hierarchy which makes the degree of oppression even more ruthless. The Indian media has been active since the 18th century with the introduction of print in 1780 and radio broadcasting in the early, 1920s. There have been radical changes in the media landscape in India, like in other parts of the world, in the past few decades due to the introduction of the finest technologies in printing and the arrival of satellite technology, which revolutionised the way we 'read, watch and chat' However, the same vibrant, plural media has been in the limelight for all the wrong reasons in Indian society for the last several decades. The Indian media has been working as an agent to deliver all most all regressive ideas propagated by the religious fanatic forces in the society. Violence against the lower caste groups by the upper caste is a common in a divided Indian society and which has increased drastically in the last few years after the electoral victory of the Hindu right wing political party in 2014. In this background this paper aims to examine the media coverage of the dalit atrocities in India between- 2014-2017. The paper will look at the reportage of major atrocity incidents took place during this period in three major English national newspapers such as The Hindu, The Times of India and Indian express. The initial analysis suggests that the media coverage of dalit atrocities is yet another example to see that how various institutions, in this case, media functions towards maintaining a social order where the interests of a select few in power keep getting served.

Id: 14503

Title: Stepping Stones or Handicaps. Inclusion and Exclusion in Academia

Session Type: Individual submission

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Abstract: Observing public communication today, it seems that bullying and public mistreatment are common phenomena. However, harassment, victimization and exclusion are not only common in the public sphere. Within the highly competitive field of academia, exclusion and inclusion are quiet demonstrations of power and hierarchies, of oppression, and dominance. Yet, an investigation of such behavior is still very much a taboo subject and not made a topic in public opinion nor society. On one side, this is because victims do not talk about their experiences, often out of fear. On the other side, the system 'academia' is based on such communicative patterns that include some and exclude others. Consequently, knowledge on the subject is scarce. This presentation illuminates this highly unexplored, under researched and socially as well as academically relevant area.

Twenty-three in-depth interviews (11 women and 12 men) in all phases of academic career, reveal communicative patterns and consequences of inclusion and exclusion in academia in German speaking countries. The relevance of the subject matter, the consequences for the individual as well as the system inherent complexity and implications for the victim should not be taken for granted. The analysis therefore combines two different perspectives: (1) Emotional Research and (2) Science Communication, to disclose

• what role communicative mechanisms play in academia

• how scientists deal with the subject;

• which effects inclusion and exclusion can have

Academia can be defined as a subsystem of social space that relates to others subsystems but engages in its own mechanisms and rules (Bourdieu 1992, Bourdieu 1992). Different capitals are established; their acquisition is essential for career advancement within the system. Moreover, next to cultural capital (e.g. publications, knowledge), social capital (networks) as well as symbolic capital (reputation) are vital. Network structures pass on information become essential (cf. Lüthje 2015: 55).

In regards to exclusion practices (Merk 2014), the findings reveal that these are common pattern in academia. Apart from physical and psychological impairments, the processes lead to extremely negative consequences in terms of academic career development and existence and thus highly influence not only the victims professional but also private life.

The interviews equally reveal the structural weakness of the system academia. Due to extreme hierarchies, a climate is promoted that fosters exclusive approaches and ultimately manifests itself in an ineffective support of academic institutions. The far-reaching implications for the academic

system as well as for victims are discussed and put into an internationally comparative perspective that bears the potential to find solutions to this challenging issue.

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Id: 14538

Title: Nasty Discussion: an Overview on Flaming and Incivility in News Comments Sections

Session Type: Individual submission

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Abstract: Ever since Social Network Sites (SNS) have burst into the scene of communication and public opinion, a phenomenon identified as "flaming" by some scholars, or incivility and trolling by others, has been the topic of much thought and academic research. The number of "flames" or messages with high amount of incivility in online newspapers reflects a new way of debating and dealing with public issues that differ greatly from the days prior to the use of online tools to be self-informed.

This work intends to build knowledge upon this issue by first going through a literature review of a selection of works on flaming and incivility online for the past 15 years. Secondly, the case of Chile is presented, by interviewing news editors and social media editors of the two main online newspapers in terms of readers and comments, Emol (from El Mercurio company), and La Tercera (from the Copesa news conglomerate).

From the literature review a few conclusions can be anticipated: anonymity in all its forms (having a second account with a false name, post as a false institution account, etc.), is usually presented when it comes to the more violent version of flaming, such as threatening a third person, use curse words, or overall ranting. A second noteworthy phenomenon is what authors such as Lee (2005) call "normalization", meaning that a person used to read offensive comments online, even though he or she might not participate in the discussion, would find these comments as normal or not as aggressive as they truly are. Another paper posits the opposite: when moderation of uncivil messages is frequent, then the readers tend to believe that the discussions towards such topic are polite (Hughey, Daniels, 2013). These considerations are undertaken in the in-depth interviews that were conducted with Chilean online news editors of Emol and La Tercera. "What's the boundary when it comes to online discussion of public affairs?", "What's more important: to enable a public open space for debate free of aggression or to promote free speech at all cost while also keeping economic benefits from all the user's online information?". The two news portals have completely different moderation approaches. Both viewpoints are discussed in this conference paper, and a new holistic approach to the phenomenon of flaming and incivility in online news portals is presented.

Id: 14553

Title: ANÁLISIS COMPARATIVO DE LA COSTITUCIÓN DEL MOVIMIENTO CAMPESINO Y EL MOVIMIENTO ESTUDIANTIL EN COLOMBIA Y DE LOS PATRONES DE PRESENTACIÓN DE LA INFORMACIÓN SOBRE DICHOS MOVIMIENTOS EN EL TIEMPO.COM, SEMANA.COM Y LA SILLA VACÍA

Session Type: Individual submission

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Abstract: La ponencia que aquí presentamos corresponde a la tercera parte de la investigación denominada Los movimientos sociales como agentes de producción de significación. El caso de la Mesa Amplia de Estudiantil MANE (2011) y Las Marchas campesinas (2013) (Colombia). En ella se busca en primer lugar, hacer un estudio comparativo de la forma como se constituyeron estos dos movimientos sociales desde la perspectiva de sus repertorios de acción, sus antecedentes, sus proyecciones y sus expectativas. En segundo lugar, desde la teoría del framing, hacer un estudio comparativo de los patrones de presentación de la información que tuvieron tres medios de comunicación colombianos sobre estos movimientos. Los medios elegidos son El Tiempo.com, Revista Semana.com y La Silla Vacía.

Id: 14621

Title: CARTOGRAPHY OF VULNERABILITY OF HUMAN RIGHTS OF MIGRANTS: CASE STUDIES FRANCE - BRAZIL OF GRANTS FOR PUBLIC POLICY MANAGEMENTGRANTS FOR PUBLIC POLICY MANAGEMENT

Session Type: Individual submission

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Abstract: The rise of migratory processes is notable and the consequences have led to the current migratory crisis. Although this phenomenon is complex and multi-causal, the consequences of the economic crisis associated with the wars present in several countries of the Middle East and Africa have been pointed out by International Organizations as determining factors of such magnitude of displacements. This expansion of migratory flows has been accompanied by the violation of human rights and the vulnerability of these individuals, both during the displacement and after arrival in the country of destination.

These facts are attributable to a series of factors, such as the measures adopted by different nation-states, as well as the gaps and barriers to migrants' access to public policies in the countries to which they migrate, such as health, education, Work and housing. In Brazil, the current situation of migrants coming from recent migratory flows also presents similar characteristics, which has set new challenges for public management.

This paper aims at mapping the human rights of migrants in Brazil and France, to identifying the social demands and public health, education, work and housing policies required, the vulnerability to guarantee the rights of this migrants social group. Therefore, it seeks first to understand the social, political and cultural dimensions of the lives of migrants from Venezuela, Haiti, Senegal, Ghana and Nigeria, through a research method built eight years ago and consolidated by the University of Brasilia, linked to the Parallel Lives Project. Currently, the method is shared in an international cooperation project between Brazil and France, through the Project Migrant Parallel Lives approved by the gouvernement Brasilian (CAPES) and gouvernememt Français (COFECUB).

This method is based on popular education and in the sociology of Michel Maffesoli (Sorbonne – Paris) who understands that in the social body they are the main factors of social vulnerability. The use of the image (photographic production) as an instrument for producing knowledge, analysis and visibility of social phenomena. Based on this accumulated methodological experience, it is understood, in the context of the present paper, that the emergence of life histories and the violations suffered by the migrants - translated into photographic productions made by them - is a guiding thread capable of marking the cartography of the rights Human relations of subjects, making possible the understanding of the difficulties and vulnerability and identification of the dimensions of the life compromised, signaling the social and political demands that need to be guaranteed by the public power. From this perspective, the search and intersection of intersectoral data, through geo-processing technology, takes on another meaning, since These, translated here in the dialogue between spatially represented imagery and cartography data, capable of subsidizing the processes of construction and management of public policies. In fact, a imaging language and geo-processing show significant potentialities about the understanding of phenomena and the capacity for policy management, given that both respond to the need to build creative methods of triangulation capable of translating qualitative and quantitative approach demands for reality.

Id: 14740

Title: Exploring nationalised ideology through international media: The publication of a viral pro-LGBT image compared against a nation's wealth, level of religion, and democracy

Session Type: Individual submission

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Abstract: Gay marriage is now legal in 22 countries around the world. However, homosexual acts remain punishable by death in 10 countries and are now illegal in a further 65 countries following relatively recent international legislation. Thus, there appears to be very clear nationalised distinctions in how local cultures consider the rights of lesbian, gay, bisexual and transgender (LGBT) people.

In 2016, a photojournalist snapped an image of a 12-year-old boy who stood against a sea of anti-LGBT marriage protesters in Celaya, Mexico. In the week that followed, the image went 'viral' around the world as an icon of ideological support for LGBT rights. This research will examine media outlets in approximately 50 countries to see first, which countries covered this anti-gay protest and second, which countries included this particular pro-LGBT image rather than the images depicting the anti-LGBT marriage march. This collective data will be compared against national socio-economic factors as well as public opinion measures that have been found to be correlated to the acceptance of LGBT rights. The Pew Research Center found that the more wealthy and the more secular a country is, the more likely that country is to favor LGBT rights (2013). Therefore, these two public opinion measures will be included for comparative examination. Encarnación (2014), author of Latin America's Gay Rights Revolution, argued that democracy should be considered as a third component to the acceptance of LGBT rights given that "although gay rights are not found in all democracies, gay rights are virtually nonexistent in nondemocracies" (p. 91). The level of a nation's democracy will be the third variable to be included.

In building an analytical examination of the data, this research will first review academic studies that examine the power of media frames in relation to public opinion at the national level. Then this study will explore how framing theory has been used in previous research to determine ideological arcs in large samples of news coverage. This study is unique in that it is examining the use of one particular image as representative of a framed ideological construction, rather than the use of specific text-based keywords. However, previous framing theory research will help to contextualize and inform the analysis of these results from around the world.

The findings of this research could potentially suggest the presence of ideological biases at the national level in regards to how international news stories are told and also which news stories are

even addressed. Results from this study should also help to elucidate whether democracy should indeed be considered as a third factor relating to the international acceptance of LGBT rights. This research relates directly to the conference theme as this paper aims to understand if nationalized distinctions, expressed through wealth, religion and democracy, are transmuted onto the pages of newspapers around the world and then potentially contribute to a transformation of culture. Any emergent patterns would suggest an interconnection between mediated communication, public opinion and society – the title of this IAMCR research section.

Id: 14749

Title: Media, Democracy and Power: The Turkish Case

Session Type: Individual submission

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Abstract: Turkish democratisation history has long suffered from military intervention in politics which became visible as coups almost in each decade since the 1960s. Although this was emerged as "militarist pressure" on the media professionals, this was actually indicating the unending power and media relations. Diverse powers like economic, political, industrial ones have been keeping their problematic relations with the media outlets. After Justice and Development Party (AKP) came to power in 2002, although the democratisation process in the country seemed to make the army step back, the e-memorandum declared by the army in 2007 and the 15th July 2016 coup attempt showed that the army-politics conflict still sets one of the main agenda of Turkish political culture.

Turkish media, on the other hand, to keep their power on politics, has been accused of being on the side of junta against democratisation which also noted among the reasons of slow-motion improvement of freedoms and repetitive coup d'états. Therefore (a) to observe the representation of military coups in the Turkish media, (b) to understand the shift in news production regarding military interventions and (b) to see the democratic performance of the media outlets through these political turmoils, it was necessary to study how the Turkish media covered the recent coup attempts in 1980 and 2016.

To be able to answer the research questions mentioned above and to extensively spot the practice of peace journalism at militarily affected times, this study is based on content analysis of 15-days coverage of the two coup d'états at five mainstream newspapers. Conducting content analysis is at the same time allowing us to examine the change in the Turkish news production regarding military interventions. The issues related to the sociology of news will be particularly handled such as agenda building factors of the mainstream Turkish newspapers and media, power and democracy dealings. Studying this subject will pave the way for a theoretical framework about power, media, and politics in Turkey. Then we will go on analysing the data gathered from the newspapers and literature and will conclude by summarising how Turkish media produce contents at chaotic times.

Id: 14789

Title: Meme war: humor and symbolic dispute between Brazil and Portugal

Session Type: Individual submission

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Abstract: In the pervasive new media context we live in, cultural symbols are being born, shaped and shared in unprecedented ways and at an unprecedented speed. Many of these symbols that hold relevance in contemporary interaction are products of cyberculture. From this context arose one of the cultural objects that has become a staple (and underlying thread) of cybercommunication: internet memes. This article aims to investigate the articulations between humor and the memetic content that circulates in social networks, evidencing the crossings of this phenomenon with different cultures and entertainment media products. Although internet memes have been enjoying a growing fame worldwide, there has been very little academic research that focuses on this particular aspect of online communication. This lack of academic attention given to internet memes (as opposed to the growing interest in more 'established' forms of internet use usually related to news or knowledge) signals to the dismissal of internet memes as superfluous. This indicates a lack of perception that is akin to early dismissals of media studies in general. Methodologically, this article starts with a bibliography revision (Jenkins, 2006; Aunger, 2010; Davidson, 2012; Labash, 2012; Esteves,2013) and presents a study case. It has as object what was named in Brazil as the First Meme War - a symbolic clash involving individuals in Brazil and Portugal around symbolic disputes in favor of memes as the cultural capital of a nation. These interaction opportunities occurred through Netflix and, in only six days generated more than 2 millions views in just one video-meme. Results indicates that such processes of memetic synthesis, resignification of the image and its subversion of context under participatory culture can be considered as forms of reputation and popularity of the individuals in the network, in a relation of a significant articulation between humor and different individual aesthetics.

Id: 14805

Title: From self to person through posthumous digital presence

Session Type: Individual submission

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Abstract: There is growing interest in media and communications research in questions arising from digital technologies enabling personal data and social presence to persist beyond death.

In this paper, we seek to extend this area of research based on case study analysis examining various online services and social media practices that explicitly engage in the promise and/or performance of posthumous digital presence. This analysis is situated within and builds upon theoretical work around online identity, which to-date has relied heavily on Erving Goffman's influential work on the presentation of self.

Through this series of case studies, we consider various digital and online services currently available to individuals for preserving social presence following death, and we consider their implications for notions of the self and personhood, foregrounded in literature related to the presentation and production of online identity.

Our analysis has organised the various services currently available into four thematic categories: (1) 'surrogate' services, where a digital persona of the deceased continues to interact with the living through a human surrogate (e.g. Roger Ebert); (2) 'automated' services, where software tools are used to automate the delivery of pre-recorded posthumous digital messages from the deceased (e.g. If I Die); (3) 'algorithmic' services, where programmed algorithms are used to generate new textual responses to interpersonal contact or current events on the basis of the deceased's past social media activity (e.g LivesOn); and, (4) 'artificial intelligence' services, where artificial intelligence software and machine learning are used in efforts to reproduce and reanimate a life-like avatar of the deceased who can continue to interact with the living (e.g. Eterni.me).

These different categories of digital services for enabling the ongoing social presence of the dead raise a number of questions around boundaries between, and notions of, self and person. Goffman's theatrical metaphor has been widely influential in the study of the self and its presentation online, though social media research has highlighted how online identity is increasingly shaped through more distributed and co-constructed networks of friends, acquaintances and strangers, who are in turn embedded within the curatorial functions and corporate logics of social media platforms (Belk; Hogan; van Dijck). Accordingly, researchers have suggested a need for impression management features extending to the profiles of the deceased (Brubaker; Marwick and Ellison).

Our analysis, however, suggests that posthumous persistence complicates approaches based on Goffman's emphasis on the self and selfhood. These ideas suggest a potential to complicate the status of, and relationships between, users and platforms in ways that have not been adequately addressed to date. Posthumous social presence – however partial or crude – demonstrates forms of agency that exceeds the individual construction (or even social co-construction) of the self, instead aligning with the more socio-political category of the person. We address this ontological distinction the self and the person, drawing on studies of personhood developed in anthropology (Gell; Hertz), apply them to analytic categories of posthumous digital presence, and consider how the performance of personhood online may augment existing social media theory focused on the presentation of self.

Id: 14807

Title: E-Service Communication Between Organization and Customer: Effects of Schema Resonance on Information Inquiry E-Service

Session Type: Individual submission

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Abstract: As online communication technologies develop, more organizations and corporations are providing e-service to their customers. Organizations strive to provide high-quality e-service to respond to customers' information inquiries in an effective and efficient way to meet customers' needs and maintain high customer satisfaction.

To understand how the one-to-one online information inquiry communication between an organization representative and an individual customer is conducted via e-service, this research proposes a new organization-customer communication model—Schema Resonance Model.

Schema resonance is defined as the resonance between the schemas used by the organization representative in the sense-producing process and the schemas used by the customer in the sense-making process. The organization representative provides both the requested information and as well as additional information during the e-service communication to solve the customer's information inquiry. Schema resonance occurs when the requested information is what the customer has actually requested and the additional information is what the customer also wants to know but has not requested.

Hypotheses and research questions were proposed to test whether schema resonance could benefit the organization-customer e-service in terms of communication effectiveness (knowledge gain), efficiency (communication time), customer satisfaction, and customer's intent to continue using the e-service. A post-test only, between-subjects experimental design was used. The experiment was conducted using three simulated organization-customer e-service communication scenarios. The manipulated experimental independent variable was e-service condition : schema resonance, non-schema resonance, and failed schema-resonance.

A convenience sample of 409 participants were randomly assigned to one of the three e-service conditions. Participants completed the experimental session and filled out an online survey. A total of 389 survey entries passed the manipulation-check question and were used for analysis.

Individuals in the schema-resonance e-service condition gained a similar amount of knowledge (p=.179), showed a similar intent to continue using the e-service (p=.179), but spent less time to obtain information (p=.000) than those in the non-schema-resonance e-service condition. In addition, individuals in the schema-resonance e-service condition were more satisfied with the overall e-service (p=.024) , the communication approach (p=.004), and the information provided in the e-service (p=.005) than those in the non-schema-resonance e-service condition.

Individuals in the schema-resonance e-service condition gained more knowledge (p=.032), showed greater intent to continue using the e-service (p=.003), were more satisfied with the overall e-service (p=.000), the communication approach (p=.000), and the information provided in the e-service (p=.000) than those in the failed-schema-resonance e-service condition.

The effects of manipulating schema resonance in the simulated e-service communication largely supported predictions derived from the Schema Resonance Model. To increase validity, future research should examine schema resonance in a real organization-customer e-service communications. It would be beneficial for organizations to achieve schema resonance in e-service communication to improve the efficiency of the communication and increase customer's e-service satisfaction without compromising the effectiveness of communication or reducing customer's intent to continue using the e-service.

Id: 14825

Title: Linguistic complexity and second language advertising audiences: Is there a case for linguistic exclusion'

Session Type: Individual submission

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Abstract: In many Anglophone developing countries, the main language of most national advertising is English, a language that is second rather than primary for audiences. Set in a dual language context where English exists alongside several common local languages, as means of interaction, this means that advertising audiences must engage with messages in a language not necessarily preferred for conversation. This increases the task on them for processing as the ability to understand most advertisements becomes contingent on their attainment of formal education. While this highlights the critical role of language in determining advertising effectiveness among second language audiences, it remains an under studied topic in communication scholarship. Premised on this gap, and using evidence from Ghana, this study examines linguistic complexity of English language advertisements. Using a two-prong methodological approach combining linguistic analysis and an audience survey, the study unpacks the nature of the English used in a sample of radio advertisements targeting a national audience and the implications thereof. It starts off with the question: "to what extent does the language of English radio ads aid or interfere with message comprehension?" and proceeds to analyse the linguistic elements (lexical and syntactic) as signals to extent of ease/difficulty. It follows this up with a survey seeking to triangulate findings with audience perceptions of language ease or difficulty in English radio ads.

Id: 14874

Title: Representations of Peace in News Discourse: Viewpoint and Opportunity for Peace Journalism

Session Type: Individual submission

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Abstract: This study presents a news discourse analysis in which dominant political and ideological discourse of conflict and violence gave way to jubilation and expectations for peace in Israel. It provides a profile of three types of discourse used by Israeli print news media within the context of 'peace' and 'war' in the immediate aftermath of the Oslo Accords signed on September 13, 1993. By this time, the Israeli media had already demonstrated a dramatic change in attitude and terminology: the familiar war discourse was rapidly replaced with peace representations and peace images. The assumption of the study is that overuse of the term 'peace' at the moment of a revolutionary upheaval of Israeli socio-political practice not only harmed Israeli peace perspectives and beliefs, but also caused the news discourse to deteriorate into war discourse. The purpose of the study was to reveal the role of contextual system developed in order to communicate specific topics relating to 'peace' representations in news discourse and its severe socio-political consequences introduced by the incompatibility of discourse types with actual political conditions at a given time.

The findings suggest that the inter-textual representations of 'war' and 'peace' led to a discourse type which imposed undesired meanings upon itself. It also suggests that certain types of news discourse, such as reconciliation, peace and war reporting, may be important in establishing proper relations between discourse, language, media and the meaning of peace because of the essential role that the mass media play, not only in war coverage, but, no less important, also in peace reporting. Ultimately, inappropriate discourse at a given time may lessen the chances for trust building between people and nations.

Id: 15074

Title: Ver para fazer desaparecer' ["To see in order to make disappear']: Brazilian Nationhood, Modernity, Cultural Incorporation, Visual Culture, and Racial Democracy: A Critical Perspective on the Brazilian Telenovela.

Session Type: Individual submission

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Abstract: Taking into account that few social phenomena in Brazil have been characterized by such extreme popular success as the telenovela, this paper seeks to analyze the representations of Afro-Brazilians as experienced in the genre, which is understood to constitute a "microcosm" or "mirror" of Brazilian society, and which I argue to form integral parts of the contemporary Brazilian cosmology. These representations are studied through a discussion of the central tenets of the Brazilian nation-building project and of the ideology of racial democracy. The continuing hegemony of the concept of democracia racial is clearly illustrated in the cultural product of the telenovela, all the while denying its component parts through the act of "ver para fazer despararecer" ["seeing in order to make disappear"]—a complicated process of mutual exclusion and incorporation.

What this paper seeks to contribute to the conversation about race in telenovelas is three-fold. Firstly, I seek to develop this analysis by bringing Brazilian novelas into a complete framework, using the analytical tools provided by a Gramschian understanding of hegemony as applied to Howard Winant's understanding of indirect racial domination post-WWII, and as applied to the Brazilian setting and thus advanced by Brazilian and Brazilianist scholars. I also seek to further develop this understanding by the contributions of media scholarship on a global scale, but especially as applied to the United States and Brazil. Secondly, I would like to bring in the understanding of televisual cosmology as a new analytical instrument to understand televisual representations in the Brazilian context, asserting that telenovelas do not simply represent a "microcosm" of society, but are also clear indicators of utopia, and of society's worldview—i.e. how it seeks to perceive and construct its "imagined community." Thirdly, I hope to enrich this discussion through the added insight of historical discussions concerning Brazilian slavery, especially applied to a deeply rooted culture of visual representations concerning Africans and their descendants in Brazil. Since televisual cultures and cosmologies cannot exist independently from visual cultures and cosmologies in general, such a discussion acquires poignancy and relevance in an understanding of the pervasiveness and limitations of racial ideologies in the Brazilian context. Another indication of the importance of this added reading is the parallels between North American and Brazilian TV that are as important to trace as they are already abundant in the relevant literature. This comparative framework is not limited to discussions of race in televiewing, but constitute an important trend within the scholarship on comparative slavery in general, also extending itself to discussions of visual culture vis-à-vis slavery and Afro-descendant populations.

Id: 15122

Title: Communication Floods ' E-Mails in Scholarly Communication

Session Type: Individual submission

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Abstract: This paper wants to shed light on the role and development of the email as an information and communication technology in the German scholarly communication.

The email is a traditional and highly important medium for scientists. It has been developed in the field of science (Siegert, 2008; Author 1, 2014). From there onwards it conquered almost all areas of society since the liberalization of the internet in the beginning of the 1990s. The email's success mostly based on the fact that it sped up communication and enabled communicative asynchrony, allowing more flexibility (Höflich, 2016).

Studies on email usage in organizational practice found that emails can be a distraction and contribute to a feeling of overload and stress (Whittaker & Sidner, 1996; Chelsey, 2005; Burgess et al., 2005; Boswell & Olson-Buchanan, 2007; Barley et. al., 2011; Mark et al., 2012). Although the email it is an essential part of scholarly communication, it has gained little attention in scholarly communication research. This paper wants to investigate, if the research findings from organizational labour can be expended to the context of academic labour, while answering the following research questions:

RQ1: What influence does the development of email communication have on current scholarly communication?
RQ2: Do different academic status groups apply different coping strategies?

As its theoretical framework this approach makes recourse to the field theory of Bourdieu, the sociology of science and the mediatization approach by Krotz.

To answer the research questions 35 German scientists from 14 disciplines within the subject groups of sciences, humanities, social sciences and engineering and of all academic status groups were interviewed in qualitative interviews.

Across disciplines the email was the most commonly used tool in mediated communication and facilitated international co-operations.

The amount of emails as well as the time spend on them rose with the status of the interviewed person. But the structural power coming with a professor's status gave them more possibilities to reduce email-induced stress (e.g. by outsourcing email-related tasks to secretaries) than post-docs had: "I have an office and they are always inside [my email]. They are always reading them. […] Otherwise I would choke of course, I could not process them." (8044, professor).

The email with all the advantages it presents to (international) scholarly communication contributes to a feeling of overload and stress for the interviewed scholars, which is enhanced by the increased usage of mobile media. Interviewees, who made use of "interim and waiting periods" in transit by answering emails also often reported to feel an "almost inexorable urge" to regularly check their email account for new messages even when not at work.

Though these findings are similar to those in organizational research, we assume that the pressure is even higher for academics. Because unlike some companies, who have taken it upon them to protect their employee's work-life-balance (Höflich 2016), researchers are entrepreneurs of their own workforce and it is up to the academic her- or himself to draw the line between private and work space.

Id: 15131

Title: Scale Development to Measure the Selfie Behaviour of College Students in India

Session Type: Individual submission

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Abstract: Selfie has caught the indiscriminate fascination of the young and old around the globe and newer technological aids are furthering the 'selfie' bent. Choi (2016) in his article details about the use of drones to capture selfies which offers the user - 'selfie-taker', a substantially higher degree to freedom and ease to control the moment he wants to capture. The drone camera is a scientific enhancement to the process to capturing air views of moments, events and projects and offers itself as yet another handy aid to capture photos apart from the smartphones. Selfie phenomenon is highly prevalent in India and as reported by Gowen, (2016), 'Of at least 27 "selfie related" deaths around the world last year, about half occurred in India' leading the governmental agencies to announce 'no-selfie zones', ear marked potentially unsafe areas where clicking selfies has been legally banned. This news categorically highlights that the act of selfie-taking is much beyond a phenomenon, its virtually a rage now.

In our previous study (Shah and Tewari, 2016), we engaged with the young college students in India to study the selfie act. We probed into the frequency and the types of selfies taken, reasons and motivators of the selfie taker and the life-cycle of a selfie once clicked. Simultaneously, discussion and debates about the 'selfie-act' has also increased and growing narcissism among the youngsters seem to be one of the most glaring consequences of the selfie act. We as researchers in the domain found it imperative to empirically check the results of the qualitative study and bring out a scientifically validated measurement tool to assess the socio-psychological parameters motivators of a selfie taker.

Factors like narcissism; vanity, convenience, control, freedom, speed, fun-element and adding to memory were the key motivators of the study by Shah and Tewari (2016) and therefore items pertaining to each of these parameters were drawn up (56 statements) and taken to 9 respondents; 3 each from the following category – college students, academicians and photography professionals for item validity. Items were then corrected, re-worded and reduced to 34 item scale and administered to 400 college students (undergraduate and post graduate). 374 fully completed questionnaires were received and a confirmatory factor analysis was done to statistically validate the results. Findings indicate that control and freedom apart from vanity and convenience are the

pre-dominant motivators for selfie-taking. The scale contributes to the available literature and ongoing research in the area of human behavior and technology.

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Gowen, A. (2016). More people died taking selfies in India last year than anywhere else in the world in The Washington Post at https://www.washingtonpost.com/news/worldviews/wp/2016/01/14/more-people-die-taking-selfies-in-india-than-anywhere-else-in-the-world/?utm_term=.8d002c20dc39. Accessed o

Shah, R & Tewari, R., 2016, Demystifying Selfie: A Rampant Social Media Activity. Behaviour and Information Technology, 35(10), 864-871.

Id: 15152

Title: Rethinking 'Mediated Politics' in Contemporary China

Session Type: Individual submission

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Abstract: With the rise of free market reforms and postmodern consumerism at the end of 20th century, privately owned corporate media have rapidly flourished and wielded control over public opinions. The fact that the logic of media intervenes in social governance arouses widespread communication studies. Kevin Philips, Thomas Meyer and many other scholars have already established concepts like "Mediacracy" and "Media Democracy" to demonstrate how the media manipulates politics in western culture. These terms usually refer to a typical situation when western political elites are being deprived of their discourse power in public sphere and the whole political system is gradually becoming submitted to the logic of media, popular culture and consumerism.

While mediated politics has been in heated discussion among western scholars, such crucial insights are quite limited in China. Therefore, based on previous studies, this paper introduces the idea of "Mediated Politics" into china, portraying the characteristic manifestations of how media get embedded in Chinese governmental politics. Furthermore, the research will investigate the historical causes accounting for this phenomenon and evaluate its complicated impacts towards public life in China's society. In research methodology aspect, this research mainly relies on the case analysis and interviews with Chinese government officials.

A basic hypothesis of this article is that the mediated politics is not a specific problem just existing in western regimes, but also a general social governance dilemma potentially shared by all modern states. Hence, it's of great significance to apply "mediated politics" to critically reflect on the relationship between media and politics in China. For the given purpose, this paper can be divided into 5 parts. In Part 1, historical background is provided to represent the process of mediated politics developing in China, which includes two dimensions: administrative system reform and media industry evolvement. To exemplify the theory of mediated politics, Part 2 and Part 3 analyze 3 different depoliticization strategies (Public relations training of Chinese civil servants, Public

opinion management and social media appropriating of China's local government.) that Chinese governments have to exploit in order to earn good reputations and credibility from media and the public. It's evidently proved that public relationship has become the governments' top priority rather than political negotiation. Apart from passive choice to deal with crises, Part 4 indicates that Chinese governments also offer to do nationbranding and strive for international fame in order to absorb more investment and tourists. In Part 5, our findings of mediated politics in China are concluded and lead to reflective discussion. This research holds the belief that two pairs of conflicts finally result in media's colonization on politics: one is between the comprehensiveness of politics and the commerciality of media, and the other is between the judicial process and public opinions.

Id: 15166

Title: A Complicated Relationship: Right-Wing Populism, Media Representation and Liberal Democratic Journalism Theory

Session Type: Individual submission

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Abstract: The current upswing of right-wing populism in the United States and in Europe is a new challenge not only for policy makers, but also for journalism theory. The wide-spread confrontation between populists like President Trump and mainstream media in Europe and the US seems to question neo-Marxist assumptions about a general elitist trend in the media. At the same time, liberal dem-ocratic theory of the media, which in times of intolerant right-wing populism seems timelier than ever, appears ill-prepared for the current debate, because it is scattered into too many different paradigms. If and how to report on right-wing politicians and parties is a delicate question various strands of the theory answer quite differently. While the basic idea of the media as a "fourth estate" (Carlyle, Lippmann et al.) would ask for the media to critically evaluate and even counter ruling populists (as currently in the US), there is no clear vision on how to deal with them while they are still in opposition (as in Europe). The danger is inherent that the media in putting populists high on the agenda of European media, rather than creating awareness, are actually leveraging the right-wing trend by overrepresenting populists as legitimate and powerful challengers of vested political systems.

The planned paper will reflect on the current political situation from various theoretical ankles. While from the perspective of liberal market theories (Hallin/Mancini et al.) or systems theories of journalism (Luhmann et al.), populism, even while in opposition, seems highly news worthy and mediated agenda setting an almost inevitable journalistic strategy, liberal democratic theory is am-biguous about the phenomenon. Theories of "mediation" and "balance" (Schudson, Czerwick et al.) might opt for the representation of right-wing agendas since they are based on large social movements, but criticize media attention for forces that are not yet in parliament(s). Discourse ethics (Habermas et al.) could furthermore question to what degree racist movements are a legitimate part of civil society and public discourse, which is based on prior recognition of all non-violent groups and individuals. Theories of "objectivity" and of a rational public sphere (Habermas et al.) might demand for the public agenda to concentrate on rational political problems rather than on so-called "post-truth politics" of the political right. However, feminist and interactive theories (Benhabib, Fraser, Meyrowitz et al.) can opt for dealing with the emotional side of populism, in which sense public protest for and against populists is an expression of lived participation beyond the rational "common good". - Based on a synopsis of existing empirical work on Right Wing Populism in the media, the planned paper is a systematic debate of the relevance and applicability of liberal democratic journalism theory.

Id: 15191

Title: The Syrian People Know Their Way: The shift from online contestation to digital retention

Session Type: Individual submission

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Abstract: After six years of struggle the political discourse and subsequent media focus about Syria turned from an explosion of protest as attempts to self-emancipation, to the doom scenarios of 'civil war' and ISIS. This approach suggests there had never been a social uprising let alone that the struggle for social justice is still continuing. With the shift from social struggle to geopolitics, knowledge about grassroots initiatives have disappeared and the voices of ordinary Syrian activists behind the grassroots initiatives overwhelmed by the drums of war. This paper rejects such top-down frameworks and will argue that the Syrian uprising has dramatically shaped the mediation of protest and in fact became the creative online mediated protest par excellence. The paper first illustrates how revolutionary tactics against counter-revolutionary strategies can be understood through the prism of grassroots technology yet frames digital media as being important by virtue of other factors. By taking the example of Sha'b Suri Aref Tarikh (Syrian People Know Their Way) initiative founded by activists and hosted on different social media platforms it shows that the Internet is not anymore a site of contestation but increasingly a site of retention. After offering a brief outline of Syria's media infrastructures in order to better contextualise the empirical references of visual-digital expressions, examples of Sha'b Suri Aref Tarikh are shown as part of everyday political memory-making. Through this politics of digital retention, or preservation, it becomes clear that they yield their own chronological-timeline of the revolution. A parallel, or future, memory of the Syrian uprising is being (re)produced through immense digital archiving but reminiscences about early and recent events opens new ways of retaining the revolutionary potentials. The paper offers an ultimate paradox of the internet: the widening public sphere offered by the internet is by design also a shrinking public sphere, as digital platforms were a principal sites of contestation overtime many of its riches are concealed, buried under superfluous digital excess and difficult to retrace. This argument is based on three premises about the relation between digital technology and Syria's grassroots politics. The internet is embedded in a contradictory material reality; it delineates a relatively new player in the media landscape; and as such has potential importance.

Id: 15229

Title: A multi-method analysis of news media quality: Comparing scholars' assessments with citizens' perceptions

Session Type: Individual submission

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Abstract: The quality of the news media is in terminal decline; it is going through a prolonged crisis of confidence—such statements of doom and gloom can be heard everywhere these days. And with the rise of the internet and fundamental structural changes in the media landscape resulting in loss of revenue and cost-cutting measures, a vicious cycle of reduced resource and lower journalistic standards can take hold. Habermas was already warning of the dangers this might pose to democracy a decade ago: The loss of quality journalism "would rob us of the centerpiece of deliberative politics" (2006, p. 423). But how true are these diagnoses? Since current debates on news media quality are highly opinionated ("Lügenpresse"), there is space for media and communication scholars to intervene here with profound empirical data.

This submission therefore shows a multi-method approach to evaluating news media quality. On the basis of the normative argument that news media have a responsibility to strengthen democracy (e.g., McQuail, 1992), we distinguish four dimensions of media quality: relevance, diversity, contextualization, and professionalism. These dimensions serve as common ground to develop and operationalize coding schemes for a content analysis as well as a survey with questionnaire items that match with each other. The matched instruments allow us to compare scholars' assessments of media quality (content analysis) with citizens' perceptions (questionnaire):

Accordingly, a content analysis and an online survey were conducted in 2016. The two empirical analyses have the same sample: 43 titles from the German and French speaking parts of Switzerland, including printed and online newspapers, tabloids, magazines, and broadcasting

programs. The content analysis encompasses a total of 18,635 news articles and broadcasting items, while 1,613 representative selected persons from the French- and German-speaking parts of Switzerland took part in the survey administered by a market research institute. A filter question ensured that each participant was asked solely about media titles that were familiar to her or him. In total, the participants gave 8,710 media title assessments.

Both empirical analyses reveal that the quality of news in Switzerland is mainly high. The results of the online survey and the content analysis strongly correlate (Pearson's r = .77). The public broadcasting programs obtained the best assessments, the tabloid press the worst. There are also surprising results, for example, media titles with limited economic resources obtained good results. In general, the participants assessed the media titles' quality in 62 percent of cases as good or very good, only in 10 percent as bad or very bad. In Switzerland at least, there (still) are high quality news media and people appreciate them.

The submission's scope is not limited to Switzerland. Its matched research instruments are also applicable to other media systems. Applying normative theory with profound empirical data on news media quality might foster public debates around the "centerpiece of deliberative politics" itself. We therefore plan to repeat the analyses every year. This will also allow us to shed light on how ongoing structural transformations affect news media quality over time.

Id: 15269

Title: Discurso mediático, comunicación emotiva y opinión pública contemporánea

Session Type: Individual submission

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Abstract: PRESENTATION IN SPANISH

Inéditos hechos políticos, artísticos y deportivos del presente confirman la pertinencia del examen de las emociones contenida en los discursos mediáticos y su influencia en una opinión pública que hoy, más que nunca, toma decisiones inspiradas en las costumbres, valores y creencias que impulsan los medios masivos de comunicación (Davison, 1992). Precisamente, las emociones dan sentido a las acciones de los seres humanos, hacen viables los sistemas sociales y simbólicos animando a las personas a vincularse (o alejarse) entre sí. Para Castells (2009), en muchas ocasiones los sentimientos controlan el comportamiento social proyectando el futuro a partir de la conexión entre sentimientos del pasado con acontecimientos del presente.

Años atrás se pensaba que razón y emoción eran dos opuestos irreconciliables de la naturaleza humana. Ello hizo que las emociones fueran de cierta manera despreciadas en el mundo académico a raíz de su relación con lo instintual y lo subjetivo. Sin embargo, las recientes reflexiones e indagaciones de la sociología de las emociones (Bericat, 2012) y la argumentación de la comunicación emotiva (Gutierrez y Plantin, 2010), han demostrado que las emociones son en buena medida construcciones discursivas que tienen un fondo de racionalidad en tanto que son canalizadoras de los sistemas de representaciones e imaginarios sociales existentes (Gutierrez y Alvarado, 2010).

En particular, la comunicación emotiva -a diferencia de la comunicación emocional- plantea la introducción intencional y estratégica de las emociones de los productores de mensajes (Caffi y Janney, 1994), quienes planean en cada mensaje la manera de conectar sus discursos con las representaciones e imaginarios que se acerquen a la emocionalidad de la opinión pública. Así, el lenguaje del hablante construye el escenario en el que las normas y valores de acción individual o colectiva de las gentes son estratégicamente movilizadas para generar las aversiones y adhesiones sociales o políticas que suelen exteriorizarse de diversas maneras en la actual esfera pública.

Esta propuesta de ponencia es una reflexión teórica que se desprende de la investigación "El periodismo deportivo en los clásicos del fútbol colombiano y español: el reto de informar, sin sesgos, en sociedades en conflicto", que actualmente es adelantada por docentes del programa de Comunicación Social de la Universidad del Tolima (Colombia).

Id: 15279

Title: Informers or Influencers' The roles of media in Twitter discussions on inter-ethnic conflicts in Germany, France, and Russia

Session Type: Individual submission

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Abstract: In the 2010s, violent inter-ethnic tensions have cast impact upon policies and everyday lives of citizens in Europe and beyond. As many would argue, the rise of tensions in today's growingly multi-ethnic communities was at least partly facilitated by the still-national media landscapes; for the latter, events based on inter-ethnic conflicts provided the news bulk and space for opinion polarization.

Media are normatively expected to play several roles in conflictual public discussions, including those of informers, intermediaries, and deliberation fora, as well as (sometimes controversial) agenda-setters and gatekeepers. But recent research (Bruns 2005; Bastos, Raimundo, Travitzki 2013) has put under question whether in social networks, where the discussion 'bypasses' traditional media gatekeeping, established media continue to play these roles effectively.

Comparative research on Twitter event-based discussions is rare due to the ad hoc (Bruns&Burgess 2011) and affective (Papacharissi 2015) nature of the discussion outbursts. But we argue that, if

studied comparatively, cases of heated discussions on may reveal similar patterns of media behavior within a particular platform. For assessing the roles that media play in ad hoc discussions on Twitter, inter-ethnic conflicts seem to serve better than other types of national-bound conflicts or global issues where national contextualization makes scholars look at differences, not similarities.

To select comparable cases of inter-ethnic conflicts, we looked at three countries within top 10 most popular immigrant destinations (UN estimate 2013-2015), namely Germany, France, and Russia. In the 2010s, have all passed through violent clashes between the host and re-settled communities. The cases we look at include the Biryuliovo bashings of 2013 (Russia), the attack to Charlie Hebdo of 2015 (France), and the Cologne mass harassment of 2016 (Germany). All these cases were among national Twitter trending topics, caused nationwide social polarization, and involved immigrants from South with ethnic and religious origin predominantly different from that of the host community.

To see whether media stand in positions of informers, influencers, intermediaries, or opinion propagators, we do the following steps. First, we assess the structure of the discussions in terms of 'echo chambers' and key users forming and linking them. Then, on the basis of the web graphs, we define influential user accounts by seven different SNA metrics and describe the place of media in the top user lists. Then, we code corresponding datasets of tweets published by media (N ≥1000 for each case). Then, we look at timing of media activity within the discussion and combine it with the abovementioned findings, to trace the role dynamics. All the results are assessed in comparative perspective. Our methodology includes vocabulary-based web crawling and visualization of web graphs, automated assessment of graph nodes, time-series graphs, manual coding of user posts, and interpretative reading. Preliminary results suggest that there are detectable similarities in media roles across countries, especially for left-wing media that openly oppose anti-migrant views.

Id: 15372

Title: Grumpy old men and indifferent youth' Generations, media repertoires and public participation in an age of alternative facts

Session Type: Individual submission

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Abstract: Brexit or the rise to power by Donald Trump reflect a shift in political culture, which gained momentum in the political discourse throughout the globe. For both exemplary incidents narratives were provided hurriedly to explain the unlikely outcome of the election processes.

One was that a generation of frustrated elderly, the eponymous grumpy old white men, was stealing the future from the youth. The young generation in contrast was said to have been abstinent from the election process in big proportions due to political apathy and lack of will to participate. Indeed the voter turnout among the elderly was high while the potential of young voters could not be seized.

A second narrative was linking the outcome of the elections to an opinion climate, which was hostile towards the political establishment, filled with mistrust against traditional media and the benedictions related to new media technologies. A world of alternative facts provided on platforms of an alternative mainstream, comprising media outlets from Breitbart or Sputnik News to the different language mutations of Russia Today and countless websites in particular national settings has infiltrated the realm of public discourse. These narratives suggest generational and media usage divides in political participation and public connection. While both narratives are seductive, they may also obscure more than they reveal or explain.

We confront both narratives by investigating whether there is an observable link between generational belonging, the composition of personal communication repertoires (Hasebrink 2016), the proliferation of alternative facts providers and the will to politically engage and participate. The concept of media generations (Vittaldini et al 2013, Bolin 2015) suggests that people from different generations use media and media technologies differently. Each generation shares discourses that help to stabilize habits and orientations. These generations are not homogenous and also older age groups have started to become passionate users of social media and online platforms. While patterns of media use grow more alike, political ideas seem to be increasingly polarized.

In this study we triangulate media biographies with ethnographic observation interviews of people from three different generations to investigate questions such as: Do different media and communication repertoires connect to different publics or do they lead to the comparable public discourses by different means? Do media repertoires influence alternative public spheres people participate in, receive and build their political information on or abstain from political information altogether? Are generational or other social and cultural factors, socialization or media competence to be identified as important? How do people from different generations try to assess quality and credibility to information they are confronted with on various platforms? What is – if they apply any – their truth criterion? How do people from different generations define evidence, and truth?

Based on these analyses we aim for a better and more nuanced understanding of communication repertoires and their roles in public connection and political participation in the age of alternative facts.

Id: 15459

Title: Representaciones Sociales del cuerpo en la prensa nacional: medios tradicionales y alternativos

Session Type: Individual submission

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Abstract: El cuerpo es un concepto que ha sido definido por múltiples autores y corrientes. Bordieau (1986) lo entiende como un producto social en constante cambio, el que se ve alterado por el ejercicio del poder y la dominación política. Sumado al cuerpo dócil que construye Michel Foucault (2002) relacionado con la disciplina, el castigo y la dominación política, es decir, individuos que pertenecen a un determinado espacio y lugar.

Un cuerpo que está siendo exhibido por los mass media, ofrecido en contextos de publicidad, telerrealidad, series de ficción y en la prensa; apuntando a una valoración exagerada, "objeto mimado de gastos ilimitados, de controles de peso y estatura, de ropajes y perfumes, de cirugías y prótesis, de alimentos y dietas, destinadas todas a establecer su reino en el centro de la vida social e individual" (Finol, 2015, p. 22).

Actualmente, existen nuevas condiciones en los soportes de comunicación y en la distribución de las noticias, surgen medios de comunicación alternativos en contraposición a los medios tradicionales. En ambos existen características diversas que están vinculadas a la producción de representaciones sociales que construyen la sociedad, entre éstas la corporeidad.

Por consiguiente este estudio tiene como objetivo caracterizar la corporeidad desde el medio de comunicación tradicional y alternativo para lo cual se identificarán, analizarán y compararán los diferentes tipos de cuerpo que se exponen en las notas de prensa de dos medios nacionales (La Tercera y El Desconcierto).

Lo anterior, por medio de una categorización teórica desde la producción de representaciones sociales se identificarán qué "cuerpos" están siendo mediados, cómo se construyen, cuáles son sus características, qué cuerpos son expuestos y cuál es la diferencia de las representaciones sociales de lo tradicional y lo alternativo.

Id: 15599

Title: X Conferencia Nacional Guerrillera Farc-Ep; papel de la mujer, educación y manipulación mediática contra la insurgencia.

Session Type: Individual submission

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Abstract: El presente trabajo, parte de una investigación en torno a la X Conferencia Nacional Guerrillera, realizada del 17 al 23 de septiembre del 2016 en los Llanos del Yarí, más exactamente en el Diamante ubicado en el departamento del Caquetá.

Durante la conferencia se pudo refrendar los acuerdos tratados en la capital cubana, los cuales se llevaron a cabo por más de cuatro años entre el Gobierno nacional en cabeza del presidente Juan Manuel Santos y los secretariados de las Farc-Ep.

Esta idea se desarrollará en tres etapas; la primera, se centrará en el papel de la mujer dentro de las Farc, seguido de la importancia que juegan los medios de comunicación en la sociedad, y finalmente la educación dentro del movimiento fariano.

Con lo anterior se busca analizar de manera crítica los aspectos y realidades sociales que se viven dentro de las Farc, el pensamiento colectivo detrás de la influencia de los medios como poder mediático y la educación para quienes se encuentran en las filas guerrilleras como herramienta básica, principal y fundamental para el grupo alzado en armas.

Del mismo modo dar a conocer el modelo educativo que tiene el guerrillerado enfocado en una formación académica que ofrece todos los métodos para quienes quieran formarse y homologar en las distintas áreas como: salud, ciencias sociales, ciencias contables, ciencias exactas, el agro, etc. Cuestionarse con esto si la formación y el sistema que ellos plantean sin desligarse de sus ideales son válidos para una formación de calidad para el desarrollo personal y colectivo del individuo.

A través del área de la Comunicación Social y periodismo se quiere mostrar un elemento investigativo, periodístico, informativo y documentado enfocado a la X Conferencia Nacional Guerrillera, con el fin de generar una duda en los espectadores y hacer que ellos tengan un pensamiento crítico frente a esta realidad que le compete a los consumidores mediáticos y sociedad en general.

Siendo esta la última conferencia realizada por parte de la guerrillerada se acordó con el Gobierno Nacional hacer partícipes a los medios alternativos, locales, nacionales e internacionales para asistir

al evento y que dieran a conocer lo sucedido de la semana y así, tratar de desestigmatizar el imaginario colectivo que hay en la sociedad, creada por las élites gubernamentales a través de los medios más posicionados de comunicación en el país.

Finalmente el trabajo investigativo busca analizar la intervención de la mujer como pilar de la construcción social, de los medios como manipuladores mediáticos y la educación como base del pensamiento crítico en las masas. Además cerrar las brechas de pensamiento político-social que hay en el territorio colombiano para una posible sana convivencia en años venideros y la posible reintegración de miles de revolucionarios a la sociedad civil.

Id: 15633

Title: Privacy Frames: How the Media Write About, Discuss, and Afford Privacy

Session Type: Individual submission

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Abstract: The purpose of this project is to provide a conceptual map of the frames [1] of privacy that were made available in American mainstream media during peaks of technological development of the 20th and 21st century. In addition, this project aimed at exploring how media discourse across time rendered the social norms related to privacy. It also investigated whether and how the media reflected upon the shape and role of sociocultural, political, economic and legal contexts with respect to privacy.

To do so, the current project primarily relied upon Gamson and colleagues' [2, 3] approach to frame analysis. The initial phase of the current project was of exploratory nature and aimed at identifying the frames of privacy surfacing in media coverage. During this phase, a pilot study was conducted to develop a signature matrix [2, 3] that was used as the coding protocol for the second phase of this project. Later, content analysis and discourse analysis techniques were utilized to answer four research questions. The combination of quantitative and qualitative approaches also enabled to overcome possible limitations of both methods.

The content analysis sought to quantitatively assess frame implementation across timeframes and media outlets. It was also helpful to explore how the media utilized different rhetorical styles when discussing different dimensions of privacy. The discourse analysis, informed by Fairclough's [4] critical approach, had two main purposes. First, it sought to explore whether and how media narratives rendered the contextual nature of privacy, its relationships with evolving social norms, and its interactions with different societal contexts. Second, it sought to further confirm, challenge, and clarify quantitative results.

Findings revealed the emergence of quantitative and qualitative trends. In fact, both the content and the discourse analysis identified interesting patterns of change and continuity in how the media discussed different aspects of privacy across time. The results of this project clarified crucial questions as to how the media rendered and communicated the shape of privacy through more than a century of technological, sociocultural, political, economic, and legal changes. Based upon the assumptions of frame theory, findings also suggested important considerations as to how the media, across the decades, influenced the public opinion to think about privacy by emphasizing and obscuring certain attributes and aspects of the debate.

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Id: 15640

Title: Rise of the Public, media and information bubbles

Session Type: Individual submission

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Abstract: This paper discusses the scenario of public deliberation and its hegemonic spaces and temporalities, now modified by the new digital media. In this sense, the analysis follows the view of that, in moments of crisis, the sectors of the periphery to the power structure can change the functioning of the State Apparatus and the market to overcome symbolic violence and mechanisms of domination. This happens based on the authority of the public, which imposes on the media a normative self-understanding, which obliges them to kept the image that they are concern with the collective interest, the common good, and the consent of the public opinion. Following the tradition of Frankfurt School's critical theory, the skepticism of the Cultural Industry advocates that the public doesn´t have the ability to raise their level of consciousness to overcome stages of domination and alienation. In fact, the understanding is that this argument serves as a way to rid the media of this ethical compromise of enlightenment. Although this ethical prescription is generally masked by the relations of the media with the authorities of the state power structure and market, media outlets can´t rule out the expectation on how they should function in public visibility. In the context of this correlation of forces between the powerful particular interests of the structure that controls the State Apparatus and the large corporations of the market and the counter-hegemonic demands of the periphery, the new Digital Media constitute a factor that can surge as a democratization tool, offering spaces for the sources usually not contemplated in the public discussion articulated by the traditional media. The near-monopoly of the vertical flow of the official sources began to be threatened by these initiatives, in spite of the existing influence of the corporation portals. The Web 2.0 opens a new era of sociability. However, these new possibilities face obstacles, such as the increasingly tendency of bubbles, in which the arguments are addressed exclusively to people who think the same way, creating ghettos that compromise a broad definition of the sense of the process of social construction of reality. In that matter, the arguments that claim changes in social reality are prevented from influencing public deliberation on matters of collective interest. This paper contributes to the discussions about this issue by analyzing the role played by the new media have in this context in which antagonisms coexist, such as a greater possibility of the public to be heard and the existence of information bubbles.

Id: 15690

Title: Popular uprisings in Slovenia and the constitution of the public

Session Type: Individual submission

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Abstract: Presentation would show how Habermas's canonized concept of the public elaborated some 60 years ago is useful and applicable if slightly reconceptualised for present day analytical purposes. It would also show how concept could be applied to empirical social phenomena of articulation of dissent and communicative actions of social movements. I would like to present and show how in a specific context of an economic, political and social crisis in Slovenia "a public" in Habermasian sense was constituted. I follow general Habermas's framework but I rework and reconceptualise his "theoretical tendencies" (Althusser) of the public on empirical as well as epistemological grounds. Later is done via meta-theoretical considerations of critical realism (Dave Elder-Vass; Andrew Sayer; Douglas Porpora) and epistemological categories of Bourdieu's and Bachelard's epistemology. Former is done when this reformulated counter-factual and normative concept is applied empirically in specific and historic local circumstances.

Firstly, presentation shows some general structural transformations in Slovenian institutional architecture and explains why Slovenia must be regarded as an "exceptional" case when comparing it to the dynamic of crises in Central and Eastern European periphery (i.e. Baltic and Visegrad states) and to that in Mediterranean (Eurozone) periphery. I briefly examine key structural determinants and causes for mobilization of civil society in the winter of 2012/2013 and show how neoliberal restructuring of various social fields contributed to the biggest and most violent protests of Slovenian independent history, the so called "All-Slovenian Uprisings".

In second part I examine how (the) public was formed during the anti-austerity and anti-government protests in Slovenia and how issues previously debated on the margins of societal space emerged at the forefront of political debates and entered public domain. Activists and protesters of various social movements (civil society) articulated issues of systemic nature, prospects for democratic governing, critique of established order and radical proposals for social transformation in a rational exchange of arguments and formation of opinions. I show how topics previously debated in coffee shops, universities and in squares where brought to the forefront of political struggle via specific configuration or network of various platforms, intellectual weeklies, online media experiments and alternative media (i.e. the public sphere). Published opinions, elaborated antagonisms and analyses garnered extensive readership, wide circulation and public attention which caused a national-wide support for movements' demands and sympathies for their actions. Presentation will discuss the structure as well as processes, content and effects of the public's communicative actions.

Methodologically presentation relies on longitudinal empirical analyses when examining structural reasons, underlying tendencies and institutional architecture of Slovenian transformation and transnational integration. I complement and synthetize those with the data extracted from an

extensive research of our research group, the only research on Slovenian uprisings thus far: in-depth interviews and focus groups with representatives of 10 political parties and 19 political groups and social movements. Data extracted from those interviews and focus groups provide a profound understanding of movements' communicative strategies, discourses and arguments as well as their protest tactics, values and means of and for mobilization.

Id: 15884

Title: Mediación y performance en la comunicación: el caso de Tinder y las representaciones sociales de jóvenes usuarios en la Ciudad de México

Session Type: Individual submission

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Abstract: El desarrollo en Tecnologías de la Información y la Comunicación es cada vez más acelerado y está generando cambios en la manera en la que nos relacionamos con las otras personas, con el mundo y con nosotros mismos. Estos cambios pueden parecer imperceptibles debido a la naturalidad con la que se incorporan las tecnologías en diversos aspectos de nuestra vida cotidiana. En este contexto, Tinder se desarrolla como una aplicación para teléfonos móviles que permite el contacto con personas desconocidas y facilita un primer acercamiento que puede tener intenciones sexuales casuales, para formalizar una relación o únicamente buscando ampliar el círculo de amistades y conocidos.

La propuesta que se plantea consiste en la reflexión y análisis de Tinder como una herramienta más compleja que refleja distintos usos y representaciones que se manifiestan a través de sus usuarios. Se parte de la hipótesis de que los usuarios se relacionan con representaciones sociales de los otros antes que con personas; es decir, se relacionan a partir de una reconstrucción de quién es el otro basada en las fotografías que muestra, en la descripción que hace y el imaginario que existe alrededor de lo que es Tinder y la manera en la que se cree que se relacionan sus usuarios. Esta representación social constituye un primer acercamiento y construcción del otro que puede alterar el acto comunicativo y la interacción que se suscite entre los sujetos involucrados.

Es importante considerar el rol del teléfono y de la aplicación de Tinder para comprender la comunicación que se va a producir entre los usuarios. En primer lugar, se debe de tener en consideración que ésta es una comunicación mediada por un teléfono, esto es, genera una distancia entre los involucrados que puede permitir pensar y moderar lo que quieran decirse. Por otra parte, la aplicación ofrece la posibilidad de elegir qué fotografías y descripción quieren hacer de sí mismos, entre otras características que tienen. Esto permite elaborar un performance de su propia identidad de acuerdo con lo que quiera mostrar en función del objetivo que busque.

La investigación se realiza a partir de cuestionarios y entrevistas mediadas a usuarios jóvenes de Tinder para conocer cómo construyen su perfil, cómo se relacionan con el otro y qué sucede una vez que trascienden la frontera de lo digital y formalizan una cita con alguna pareja escogida a través de la aplicación. El análisis consiste en analizarlo desde tres categorías principales: la edad, género, preferencia sexual y lugar –trabajando con diferentes regiones de la Ciudad de México–.

Estos elementos constituyen nuevas herramientas que transforman la comunicación, la relación con los otros y la definición de uno mismo –comprendida a través de la construcción de un perfil- que debemos de analizar y reflexionar ya que no están limitados únicamente a Tinder, aunque en este caso se trata de un ejemplo ilustrativo.

Palabras clave: mediación, computer-mediated communication (CMC), performance, Tinder, representación social.

Id: 15985

Title: Points of connection close and far: German and Argentinian audiences of Danish TV drama

Session Type: Individual submission

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Abstract: With its small population of only 5.6 million inhabitants, its public service broadcasting dominance, and no recent history of world colonization or immigration, the near global success of Denmark's television industry over the last five years is as unprecedented as it is impressive. Previous work on transnational media distribution and reception has repeatedly shown that non-Anglophone content rarely exports outside its geo-linguistic region due to the perception that audiences in other regions would be too far removed culturally and linguistically. Similarly, theories on the consumption of audio-visual content have tended to neglect transnational, 'non-resident' viewing and, instead, emphasised the importance of geo-linguistic, national or 'resident' viewing. How, then, do we begin to account for the success of Danish language drama around the world? The Danish TV Drama serves as a case as to show how media practices and cultures have transformed and developed into a more transnational and global phenomena where not only production and distribution processes must be accounted for in the light of globalization and transnationalization but also audience activities. Through an analysis of focus group discussions of Argentinian and German audiences of Danish television as well as online ethnography and an online survey, this paper argues that transnational and global media flow has given rise to an increasingly complex sense of cultural space and identity. It also suggests that contemporary audiences are continually zooming in and out between the familiar and the strange and between the local and the global in their engagement with transnational content. As such, a transnationally oriented model of media reception must be developed in order to be able to accommodate this continuum.

This paper presents some intermediary results of the ongoing research project "What makes Danish TV Drama series travel?" (Based at Aarhus University; affiliated partner: University of Buenos Aires, COIMBRA). It draws mainly on the Argentinian and German and focus groups while integrating results from the UK, Japan, Brazil, Australia, Turkey and Denmark.

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Id: 16059

Title: New ways of addressing all citizens in a digitalised society: communication tools for public governmental services

Session Type: Individual submission

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Abstract: Keywords: digitization, digital exclusion, digital inclusion, inclusion, information society, governmental services, public services, user profiles

In a society where the digitization of private as well as public services is becoming more realistic, the need to raise awareness for an inclusive society has become crucial (Helsper, 2011; van Dijk, Pieterson, van Deursen, & Ebbers, 2007). Therefore, this paper tries to identify the opportunities and the challenges of communication tools used by governments, keeping in mind the mechanisms of digital inclusion and digital exclusion (Brotcorne, Mertens, & Valenduc, 2009; Di Maggio, Hargittai, & Shafer, 2004; Helsper, 2012) to inform as much citizens as possible.

Today, governments inform their citizens using almost only traditional media. The actual number of citizens that the information reaches remains uncertain. The underlying hypothesis of this paper is that the communication tools that are currently used for distributing governmental announcements do not match the ideal communication mix of target groups of public governmental services.

As a consequence, some target groups (i.e. vulnerable groups, foreign-language speakers, ...) are not reached by current governmental communication and are therefore being excluded in a way. The guiding questions of this paper are: What do target groups think about the current communication tools that are being used for governmental announcements to the public? How would they like to be informed by public governmental services? Which communication tools do they prefer?

This paper entails a mixed methods research design that focuses on understanding the information needs and wants of target groups and their preferred communication tools, in relation to governmental announcements. These target groups are based on the 8 media profiles of digital inequalities (Mariën & Baelden, 2015), which are build on 5 social indicators (income, education; participation in life domains; agency; and wellbeing) and 8 digital indicators (access, attitude, digital skills, social and soft skills, autonomy, use patterns, media richness of surroundings and social support networks).

First, a quantitative survey including the measurement of these 13 indicators and the preferences of online, as well as offline, media communication tools, was realized. A sample of 120 individuals

was selected on a voluntary base. Second, based on the outcomes of the survey respondents were categorized in 5 groups, build on the 8 media profiles of Mariën and Baelden (2015). In this qualitative research phase, 15 focusgroups in total (3 focusgroups per group) were conducted. The main focus of these focusgroups was to gain insights in the opportunities and challenges of the ideal communication mix for each of the 5 groups. Third, to validate the results of the survey and focusgroups, a new quantitative survey based on the outcomes of the previous survey and focusgroups was realized and implemented on a bigger scale (n=500).

The mixed methods approach has led to the insight that different target groups, need to be informed in specific ways by governmental institutions, in terms of govermental announcements. Specific recommendations to inform citizens, including target groups, were made for governmental institutions to put into practice.

Id: 16112

Title: Does the Medium Make a Difference' Salience of Media Technologies (Print, Electronic and Digital) in News Repertoires and its Interrelationships with Democratic Attitudes

Session Type: Individual submission

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Abstract: The interrelationship between the source of news consumed and the democratic values is well established in political communication research and is discussed regarding to any new news media technology emersion to the public sphere.

Two new phenomena, the emergence of web and digital media on the one hand and cross-media audience research on the other hand, call for reconceptualizing news audiences as repertoires of consumers and their interrelationship between the different repertoires and democratic attitudes and activities.

Theory and research on the role of news media in Democratic political national systems showed that print newspapers are historically the most relevant. Print media constituted a basic component of the public sphere (Habermas, 1989). Colin Sparks (1996) put forward a forceful argument in favor of retaining print media as an essential tool for democratic deliberation (Nossek, Adoni & Nimrod, 2015).

Public service radio and television were added later as major contributors to the public sphere in contrast to commercial radio and television. As for the new media, research so far shows that though allowing more active communication patterns, they lack a few democratic functions that the "old" mainstream media have (Schudson, 2008).

This paper seeks to answer the following question: Are the media that serve as people's news sources interrelated with their democratic attitudes and activities?

To answer this question, we will analyze data collected for the "News Consumption as Democratic Resources Project" led by Hanna Adoni, Hillel Nossek and Kim Schrøder in 12 countries (11 in Europe). The dataset was collected by using Q-cards sorting methodology accompanied by in-depth interviews, following the previous work by Schrøder & Kobbernagel (2010), and a short closed questionnaire on democratic attitudes and political and cultural participatory activities.

In each country, 36 individuals were interviewed. Participants differed in gender, age, level of education and location within the country. Each country analyzed the data to elicit news consumption repertoires.

We will look for interrelations between certain repertoires that differ with respect to their use of news media, emphasizing the media technologies used, and the democratic attitudes and practices as reported in the short closed questionnaire. We will look for cross-national and cross-cultural differences or similarities that might allow for some generalizations.

The paper will contribute to the theory of media consumption and democracy. It will also serve as a basis for more comprehensive national surveys and aims to propose a model for researching this question in other democratic countries.

Id: 16116

Title: 'Thank you Croatia!': Framing of the Refugee Crisis in Croatian Public Discourse

Session Type: Individual submission

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Abstract: 'Thank you Croatia!': Framing of the Refugee Crisis in Croatian Public Discourse

In September 2015, first Syrian refugees started to cross over Croatian border. Until December 2015 more than 500.000 refugees passed through the country making their way to Western Europe via the 'Balkan route'. The 'refugee crisis' was extensively covered by Croatian media and provoked massive public interest. The impression was that the media reports were much more sympathetic towards refugees than the general public. The goal of the paper is to examine representation of refugees in the leading country's newspapers and to establish to which extent their reporting matched or contradicted the sentiments of the public expressed on social networks. Content analysis of the newspapers focuses primarily on examination of frames used to report about refugees in the period between September 2015 and March 2016. The analysis is particularly concerned with examination of 'valanced frames' common to reporting about migrants (e.g. victims vs. threat) and with potential change in the media's choice of frames over time. In addition, the paper looks at the framing of the neighbouring countries (Slovenia, Hungary, Serbia) that were often condemned for their 'inadequate and hostile' treatment of refugees as opposed to Croatian 'warm and compassionate approach'. Hence the impression, which remains to be confirmed, is that the construction of the 'other' and the division between 'us' and 'them' was happening along different lines, involving Croatia (and Croats) on one side and either 'refugees' or 'unfriedly' neighbours on the other. The second part of the research uses qualitative textual analysis to examine citizens' Facebook comments related to the refugee crisis. It includes users' comments on the Facebook pages of the most prominent Croatian news websites published between September 2015 and March 2016. The results of both levels of analysis are compared and interpreted in the light of Croatia's own traumatic experience with domestic refugees during the Homeland War in 1990s.

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Id: 16228

Title: Let me be your Matchmaker: Examining effectiveness of advertising appeals of online dating apps

Session Type: Individual submission

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Abstract: Initiating romantic relationships online has become progressively popular making it a major trend in transforming culture affiliated with mediated communication. According to Pew Research Center, close to 27% of 18-24 year olds use online dating services, a threefold increase since 2013 (pewresearch.org, 2016). The increasing popularity of online dating has attracted attention of new media research scholars who have investigated various aspects of online dating including, impression management and self-presentation in online dating profiles (Ellison, Heino, & Gibbs, 2006), factors affecting partner choices (Lin & Lundquit, 2013; Rudder, 2014), quality of online-initiated relationships (Rosenfeld & Thomas, 2012), and the impact of the design and interface of online dating applications on dater's perceptions (Tong, Hancock, & Statcher, 2016).

Widespread acceptance of online dating has led to an exponential increase in online dating services. Each of these services promise to provide daters with unique features that improve the odds of finding compatible partners. For instance, dating applications such as Coffee Meets Bagel, Bumble, and Tastebuds generate partners matches after checking for compatibility in terms of demographic preferences and similarity in taste in music, movies, and hobbies. With so many dating applications vying for the attention of single daters, knowledge about which advertising appeal is most effective for persuading single daters to choose their services over others is not only becoming increasingly important but also missing.

In an attempt to address the above mentioned knowledge gap, this study examines the effectiveness of online dating advertising messages in persuading single online daters to sign up with them. Clemens, Atkin, and Krishnan's (2015) postulated seven motivations to use online dating, based on uses and gratifications theory (Blumer & Katz, 1974) ranging from using online dating services for having serious relationships to just having intercourse. We will use Clemens et al.'s (2015) taxonomy to construct seven advertising messages to persuade individuals to sign up for a fictitious

online dating app. Participants for this study will be recruited from two mid-sized universities in the US as well as eligible individuals from Amazon's Mturk. Participants will be instructed to indicate their likelihood of signing up for an online dating service, on a 7-point Likert type scale, based on the 7 persuasive messages provided. The biological sex, sexual orientation, and age of participants will also be recorded. It is predicted that the persuadability of these 7 messages will vary with age, biological sex, and sexual orientation. Some of the predictions are,

• Young adults, between 18-24, will be more persuaded by messages that indicate formation of casual, non-committal relationships compared to older participants.

• Males will be more persuaded by messages that indicate looking for sexual partners or casual companionship compared to females.

• Homosexual individuals will be more persuaded by messages that indicate looking for sexual relationships compared to their heterosexual counterparts.

The findings of this study will help determine which messages have a higher chance of persuadability for which demographic. This knowledge will guide application developers in constructing marketing messages with appropriate appeals to effectively attract their target audience.

Id: 16258

Title: Is it better text or talk' Comparing the effect of communication medium on the acquaintanceship process

Session Type: Individual submission

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Abstract: Initiating relationships online with previously unacquainted individuals is increasingly becoming a normative behavior. It is evidenced by the growing popularity of online dating applications such as Tinder and Bumble among single daters to scout for romantic partners (pewresearch.org, 2016), and the use of social networking sites (SNS) such as Linkedin and Facebook as a means to establish new connections (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010). One of the biggest quandaries that face individuals who initiate such connections online is whether to keep the interaction with their partners online or proceed toward an offline face-to-face set-up. In other words, do they text or talk?

Previous studies (Ramirez & Zhang, 2007; Ramirez, Sumner, Fluriet, and Cole (2014) have examined the effect of switching the medium of communication (i.e., online to offline and vice versa) on intimacy, social attraction and uncertainty reduction. These studies have primarily looked at the temporal effect and the sequence of modality switching on relational outcomes. However, they have not conducted an objective comparison of online and offline modes of communication to understand which is more advantageous for fostering such online-initiated relationships.

The present study will address this research gap using a 2X2 experimental design. The two independent variables are: mode of communication (online vs. face-to-face chat) and the sequence of viewing partners' SNS profile (before or after the interaction). Participants will be recruited from a small-sized university signed up for communications courses and will be paired up in dyads. Following this, they will be randomly assigned to one of the four conditions.

• Chat online after viewing partners' SNS profile

• Chat online before viewing partners' SNS profile

• Chat face-to-face after viewing partners' SNS profile

• Chat face-to-face before viewing partners' SNS profile

At the end of the experiment, participants will self-report their levels of uncertainty, feelings of similarity, and liking for their partners. Participants' age, race, and gender will be recorded as well.

It is hypothesized that viewing profiles before conversations, be it online or face-to-face, will lead to greater levels of uncertainty reduction, liking, and similarity compared to viewing profiles after conversations because the profiles will act as anchor points for subsequent conversations.

Competing hypotheses are put forth for conditions (i) and (iii) that chatting online versus chatting face-to-face after viewing profiles can lead to increased levels of liking, similarity, and uncertainty reduction according to the hyperpersonal model (Walther, 1996) or it might lead to the dampening of the aforementioned outcome variables according to media richness theory (Daft & Lengel, 1986).

Findings of this study will help individuals in deciding which mode of communication to choose in order to effectively develop online-initiated relationships, be it personal or professional, thus becoming efficient consumers of such new media technologies.

Id: 16303

Title: Comunicación a través de los medios, opinión pública y sociedad (MPS)

Session Type: Panel Submission

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Abstract: La Televisión como Institución expositora del Valor Tolerancia necesario en la Formación Ciudadana Mexicana de las niñas y los niños de 10 a 12 años.

Resumen: Los Medios Masivos de Comunicación y en especial la Televisión pueden contribuir en la formación de valores en las Niñas y los Niños, sin embargo, existe desconocimiento de esta problemática en el proceso de formación ciudadana en los menores. Este estudio pretende realizar una aportación respecto a la influencia de la Televisión en la formación ciudadana de la audiencia infantil a través de la percepción de la tolerancia en los personajes televisivos. Se recurrió a la teoría Desarrollo Cognitivo, para determinar la edad del grupo muestra y entender el proceso de toma de decisiones en los infantes ; así como a la teoría del cultivo para el análisis de los efectos de la Televisión.

Para el desarrollo de esta investigación se utilizó un método mixto, descriptivo, exploratorio, transversal. En el trabajo de campo se manejó la técnica de la encuesta con el cuestionario como herramienta. Para determinar la muestra, se consultaron dos fuentes: el INEGI (2010) ofreció datos respecto al universo objeto de estudio, 92 562 menores, en tanto la Secretaría de Educación, mostró datos de 157, 105 Infantes; para esta cantidad, el tamaño de la muestra aumentó solo una unidad, con los mismos márgenes de error y probabilidad máxima, la muestra quedó comprendida de 384 Niñas y Niños, la encuesta final aplicada fue de 500.

El estudio demostró que la Televisión puede ser de gran influencia en la adquisición del Valor Tolerancia, ya que los menores perciben que sus personajes no son tolerantes con sus pares cuando no están de acuerdo con la opinión de los demás, intentando imponer su voluntad sobre la de los demás, y al no conseguir su objetivo, exponen sentimientos negativos como llorar, aislarse y llevan a cabo acciones verbales agresivas en el caso de las niñas, y en el caso de los varones llegan incluso a la agresión física.

Palabras claves: Televisión, Tolerancia, Formación Ciudadana, Niñas y Niños.

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Id: 16457

Title: Political satire shows and their role for political participation in democratic conflicts A Comparative Study of the United Kingdom, Pakistan and Italy

Session Type: Individual submission

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Abstract: The previous year has been turbulent for Western democracy. Much has since been discussed about the role of the media and the individual in democracy, resulting in a vibrant debate about the essence of (participating in) democracy. What makes these negotiations thrilling is that they are happening against the backdrop of drastically changing media and information habits of democratic citizens (Dagnes, 2012).

In modern complex societies, information plays a pivotal role in the functioning of democracies by enabling citizens to take informed political decisions. Traditionally, in this setting, journalism has held a dominant role in providing this information (Strömbäck, 2005; McQuail, 2013). However, audience's trust in traditional journalism is decreasing (Dagnes, 2012), and as a consequence, they

turn to alternative, ostensibly non-journalistic sources of information (Gottfried and Anderson, 2014; Brewer et al., 2013; Hoffmann and Young, 2012; Baek and Wojcieszak, 2009). Adding this to the "post-truth" rhetoric of political actors, paired with the blurrying line between information and entertainment (Jones, 2010), it becomes highly relevant to analyze the role of political satire in democratic decision making processes.

Previous research conducted in the United States - where political satire boasts a long tradition - has already illustrated how today's audiences rely on political satire shows as a source of news information (Roth et al., 2014), since they appear to provide more profound news analysis than mainstream media (Dagnes, 2012; Gottfried and Anderson, 2014).

However, the research of the link between political participation of audiences from political-cultural settings and forms of democracy other than the United States have so far been fairly neglected by academia. Hence, this study provides new comparable insights to the research of audience receptions of political satire in three countries, namely United Kingdom, Italy and Pakistan – all of them good examples of countries with political satire shows as an established part of media culture (Brillenburg, 2011; Domènech, 2007; Parach, 2015) and with different states of democracies (Economist Democracy Index, 2015). More specifically, this study investigates how and why people from different political-cultural settings evaluate current conflicts of active political participation in democracy through political satire shows by using the UK's Brexit referendum, the Italian Constitutional Referendum and the Pakistani General Elections of 2013 as significant conflict examples.

As a first step, a pilot study consisting of two semi-structured interviews per country has been conducted. Preliminary results show that in all countries three main functions of satire shows have been ascribed: an equally valued informing and an entertaining function and as a source of opinion forming on current political affairs.

In conclusion, the data hints towards a remarkable relevance of political satire shows in the ways presented above for democratic participation. With the findings of this study, we aim to encourage other researchers to qualitatively investigate the role of political satire shows for participation in democratic conflicts in different cultural-political settings and further contribute to expanding the body of research away from a limited US-centered perspective.

Id: 16470

Title: From Ignorance to Wisdom: Similarities and Differences about the concept of mass in Gustave LeBon and James Surowiecki

Session Type: Individual submission

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Abstract: An important part of the Communication research, in its origin, was erected on the paradigm of the mass society, term used to describe the form of social organization that was consolidated after the Industrial Revolution, since century XVIII, but especially during the centuries XIX and XX. This paradigm indicated that the media audience, which proliferated at the end of the nineteenth century, were ignorant, without critical sense and submissive to the action of these media, obeying the behavioristic scheme of stimulus-response – and submissive, also, to mass culture, imposed by industry from top to bottom. This notion was a speculation still far from the scientific method, but influenced several works on communication in that period. Among the first theorists aligned to this perspective is the French sociologist Gustave LeBon, who in the book Psychology of the Crowds (1895) understood that the masses were a danger, mainly because of their ignorance and barbaric power. In 2004, another line on mass action was rescued by journalist James Surowiecki in The Wisdom of Crowds, already incorporating the actions of individuals into the dynamics of the internet: in fact, crowds would be smarter than isolated experts, not being ignorant as the first theories about mass society wanted to make believe. To this theory was given the name of wisdom of the crowds. The idea begins to acquire relevance in studies that seek to investigate the phenomena that surround digital communication, especially with regard to social networks. This article seeks to describe the constituents of each of these perspectives, pointing out their similarities and differences. As a method, we used bibliographical revision, in order to deepen the scenarios in which the first work could emerge, as well as the second one. Then Psychology of the Crowds and The Wisdom of the Crowds were subjected to a content analysis.

Id: 16600

Title: Always on: about mobile phone use of young adults in face-to-face interactions

Session Type: Individual submission

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Abstract: Introduction:

Today mobile phones are no longer used only as a phone in our society, they serve as an universal mobile terminal (Höflich, 2011). No wonder, therefore, an increased number of people own such a mobile terminal. In Germany in 2013, 43 percent of 14 to 64 year-olds owned mobile phones (Breunig, Hofsümmer & Schröter, 2014). A lot of the features that make mobile phones so attractive to users are only possible because the devices are internet-enabled. Above it all, the Internet is a medium of interpersonal communication. For this reason, it is also not surprising that the social network Facebook, especially for young people, leads to spending a lot of time online and communicating online (Breunig, Hofsümmer & Schröter, 2014). Thus, it shows that 73 percent of young Germans (14 to 29 year-olds) stay daily or several times in contact with each other over mobile phone / Internet (ACTA, 2013). The constant accessibility and the resulting interactions change our communicative everyday life enormously. This applies in particular to public space (Höflich, 2011). Because no matter whether alone or in face-to-face interactions, the users are constantly available over their mobile phones. For example, in social situations such as having lunch together, it is often to be observed, that mobile phones are not just positioned next to the cutlery on the table, but also being used in front of the conversation partner. Initial studies have shown that the use of mobile phones has a negative effect on the conversation situation (e. g. Przybylski, 2012). But why do users constantly use their mobile phones, although they do know that this behavior is undesirable?

This paper deals primarily with the research questions whether mobile phone use changed the face-to-face communication of young adults (RQ1) and if so, how (RQ2) and why (RQ3).

Theoretical frame:

To answers these research questions this paper discusses the theoretical approaches. These include, amongst other topics, habituation concepts (including Self-Reported Habit Index (SRHI)) and the Theory of Planned Behavior, which are able to declare the use of mobile phones in face-to-face situations. Furthermore, the importance, dissemination and use of mobile phones, as well as the associated impact (including Fear of Missing Out (FoMO)) are discussed. Additionally, the role of social norms, which usually specify the behavior in face-to-face situations, is discussed and their impact to the mobile phone use in face-to-face situations. Finally, the optimistic-bias concept is used as the theoretical basis for a possible distortion of perception between one's own use and perception about the use behavior of the others.

Method

The research questions where derived from the theoretical basis and tested by qualitative interviews (8 questions) of 15 participants (students, age range 18-29). On basis of the qualitative results the research questions were transformed into hypothesis. To check these hypotheses a quantitative online survey (17 questions) with 125 participants (students, age range 18-29) was conducted.

Results:

For presentation the final analyses will be enriched with results.

Id: 16639

Title: La imagen de la infancia en la prensa escrita española

Session Type: Individual submission

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Abstract: Este trabajo de investigación se plantea como objeto de estudio la imagen publicada que tiene la infancia en los principales medios de comunicación de prensa escrita en España, de aquí se desprenden conceptos que tienen que ver con algunas teorías de la información en los medios, de la imagen y las representaciones sociales construidas a partir de la sociedad y que se reflejan en la prensa escrita.

El tema central es el análisis de la imagen publicada de la infancia en la prensa escrita española, para ello se utilizó la técnica metodológica del análisis de contenido aplicada a los tres diarios de información general más leídos en España en el período 2015-2016, apoyándonos también en otros estudios sobre la imagen de la infancia en los medios de comunicación en otros países. Además, con el objeto de identificar los temas concretos de estudio asociados a la infancia, partimos, especialmente, de los trabajos realizados por Unicef y Save the Children como entidades expertas en el manejo de este tipo de información en el mundo.

De hecho, el trabajo realizado surge como iniciativa de la colaboración entre Unicef Comité Español y la Universidad Complutense de Madrid, en concreto con el Máster en Comunicación de las Organizaciones, fruto de las conversaciones entre la directora de este trabajo, la profesora María Teresa García Nieto y Cristina Junquera, Responsable de Incidencia Política y Estudios en Unicef Spain.

En cuanto a los resultados de la investigación, presentamos informes estadísticos derivados de la técnica metodológica utilizada, esto nos permitió realizar cruces de información para su posterior interpretación.

Finalmente, en las conclusiones interpretaremos esos resultados y podremos comprobar la validez, o no, de las hipótesis planteadas acerca de la imagen de la infancia como colectivo en la prensa escrita.

Este trabajo ha sido punto de partida para un nuevo proyecto de investigación de la Agencia Española de Cooperación Internacional AECID.

Este trabajo forma parte del Proyecto de Innovación Innova-Docencia 281 de la Universidad Complutense de Madrid, titulado UNIVERSIDAD Y SOCIEDAD: COMUNICACIÓN E

INTEGRACIÓN EN EMPRESAS E INSTITUCIONES PÚBLICAS Y ORGANIZACIONES NO LUCRATIVAS.

Id: 16701

Title: Tratamiento Informativo de las noticias de salud en Televisión Mexicana: Tendencias y Omisiones

Session Type: Individual submission

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Abstract: PRESENTATION IN SPANISH

La comunicación en temas médicos y de salud es un campo informativo con una creciente demanda que, sin embargo, no siempre se satisface con el nivel de precisión y calidad deseables en los medios (Salud, comunicación y Género1, 2014), determinados programas de televisión ofertan tácita o explícitamente factores de riesgo para la salud o modelos contrarios a una adecuada calidad de vida, desvirtuando el sentido social y la función de servicio de los medios de comunicación por convertirse en instrumento de manipulación informativa y propagandismo partidista. Entonces, cuando las libertades de expresión y de prensa se combinan y se proyectan aviesamente sobre la sociedad a través de los medios audiovisuales, especialmente de la televisión, la democracia misma puede estar en peligro, sustituida por la telecracia ((Trejo, 1999), tal como sucedo en algunos telediarios mexicanos en los que los temas de salud se emiten de acuerdo a ciertas tendencias temáticas determinadas por el medio. Esta investigación analiza los discursos periodísticos de las noticias de salud en los noticieros de la televisión mexicana, apoyada en elementos teóricos de la investigación en medios y periodismo, tales como Teoría del Encuadre, y del Modelo de Construcción Informativa Audiovisual Eficaz (Morante, 2010). Analiza, 1) la manera como dos noticieros de canales privados en México abordaron y caracterizaron la información sanitaria durante el período octubre de 2015 a Marzo de 2016; 2) la naturaleza de los discursos periodísticos predominantes durante ese período; y 3) las diferencias en cuanto la coberturas de temas en ambos canales de televisión. El estudio ofrece evidencia empírica que puede servir de base para orientar acciones futuras que ayuden a periodistas y comunicadores a informar mejor a la comunidad sobre temas de salud.

Id: 16908

Title: La narrativa "ilustrada' de la publicidad. Entre las fórmulas mágicas y los consejos prácticos

Session Type: Individual submission

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Abstract: Esta ponencia presenta algunos de los resultados de la investigación "El país visto y narrado en cien años por la revista CROMOS", que se realizó en el Departamento de Comunicación de la Pontificia Universidad Javeriana de Colombia. En esta ponencia se presentarán algunas de las paradojas puestas al descubierto en el análisis de las narrativas de más de 1200 piezas de publicidad gráfica publicadas en los cien años de existencia de la Revista Cromos.

De acuerdo con esto, se expondrán algunas evidencias del juego que, desde la narración publicitaria, se establece entre las referencias al mito, a la magia y a la religión, por un lado y por el otro, las referencias a la razón, al mundo práctico y objetivo; para lograr resolver las contradicciones de una narrativa que si bien se instala en un mundo idealizado, es decir, el mundo de la felicidad y el bienestar, debe recurrir también a la puesta en escena de situaciones cotidianas, desde las que esa felicidad y ese bienestar sean concebidos como accesibles y realizables.

A este respecto se trabajará sobre la hipótesis de la construcción de una narrativa "ilustrada" de la publicidad, desde donde no solo se informa a los consumidores de la existencia de productos, servicios y marcas, se expresa su procedencia y se sugieren pautas para su uso; sino que también se busca desatar la imaginación, la ensoñación y la adhesión de un consumidor que, si bien es consciente de que no encontrará la felicidad y el bienestar en el consumo de lo que la publicidad le ofrece, opta por involucrarse en el juego que la publicidad le propone: siguiendo sus tendencias, identificándose con sus propuestas y en general, manteniendo vigente un ideal (de la felicidad y el bienestar) que bajo las circunstancias del mundo contemporáneo todavía sigue siendo inalcanzable.

Id: 16959

Title: Mediated Sankarism: Reinventing a Historical Figure to Reimagine the Future

Session Type: Individual submission

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Abstract: Thomas Sankara has contributed significantly in the formation of a modern national identity in post-independent Burkina Faso before his assassination in 1987. This paper uses discourse analysis to examine the emergence of Sankarism or Sankara's ideology (and his praxis?) in Burkinabe public discourse. In the current socio-political context characterized by the emergence of active civil society movements and multiple political factions contesting the right to govern and claiming the capacity to provide a new direction to a country caught up in the midst of local and global issues, the reinvention and re-appropriation of Sankara's ideology (and praxis?) call for an appropriate close examination. The author discusses different creatives ways that Burkinabe media users are reinventing Sankarism, to reimagine the future. The paper contends that in Burkina Faso, new media provide multiple trajectories through which Sankarism is creatively re-invented to construct a national ethos and participate in the contested exercise of state-making.

Id: 17028

Title: HUMAN AND SOCIAL RELATIONS IN CYBERSOCIALITY

Session Type: Individual submission

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Abstract: This research deals with a new form of human relations and social relations, in the context of cybersociality, in the case of modernity, which the individual moves equally, feelings, affections, moods, all rational dimensions of the world. This term today is hardly a notion. It does not designate a type of social structure, nor does it have the same density or status of concepts as "mode of production" or "social formation" in Marxism, or "functional social structure" in structural-functionalism. Rather it alludes to processes "in full development" today, in the field of relations between individuals in building groups. We will expose the concepts of some substantial elements, such as: modernity, society and cybersociety. In which, the relationships that make up Sociality constitute the true substrate of life in society. They are the moments of ephemeral commitments, of submission of reason to the emotion of living and "being together." It is this multiplicity of collective experiences based not on homogenization, institutionalization or rationalization of life, but on the imaginary, passionate or erotic and violent environment of everyday life. That is to say, it is a partial aspect of the social totality that is unfathomable and incomplete.

Keywords: Social relations, Society, Cybersociety, Cybersociality, Globalization.