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THE LEBANON, 1886: END OF RACE IN LONDON

Authors

Prof. Gideon Kouts - PARIS 8 UNIVERSITY

Abstract

“...We have become used to the idea that the printed newspaper is undergoing crisis, but news publishing has survived a series of historic convulsions, from the first attempts to provide the diversity of freshness of content, and the regularity and frequency of publication, that are the defining characteristics of the ‘newspaper’, to the latest products of the electronic (*and now the digital, GK*) age” (Anthony Smith, *The Newspaper*, An International History, 1979). In a “One man press” (Schudson, 1978, Kouts, 1980), those “convulsions” are also personal...but they reflect societal and professional changes.

1886 was a key year in the history of the Hebrew press. -the transition year from a weekly to daily frequency of publication. This is also the year in which, symbolically, some of the great founders of the weekly press, who did not know and did not want to move into the era of the daily press, passed away. In the spring of 1886, Yechiel Bril, editor of the Jerusalem-born weekly *Ha-Lebanon* (the Lebanon), the first Hebrew journal published in Palestine, arrived at his fourth and final stop – London – following his newspaper’s meanderings around Europe. As a British citizen, he was hoping that he and his family would remain for a lengthy period and could renew the glory of the New Hebrew press of which he was one of the founders. However, the few months of publishing ten issues of the newspaper were also the last ones of Bril’s life. He was not just “one of the victims of Hebrew literature,” as stated in one of the eulogies about him. The tragedy of this forgotten key figure in the history of the Hebrew press and the Zionist enterprise is summed up in those months of struggle for the weekly’s material and spiritual existence. It is reflected in his tumultuous writing and choice of topics in the final issues of the Hebrew journal, which departed with its editor, leaving his family to continue the Yiddish newspaper he had also founded. Alienation and detachment from further modernization of the Hebrew press, new needs of the local and international Jewish community, changes in the political and social reality, and his stubborn struggle to instill norms that no one wanted anymore, led to their loss. The death of the *Lebanon* and its founder was also the end of a pioneering era in the history of the Hebrew press – that of the weeklies. At the age of fifty, Bril, who fought for the press and Jewish society, was a worn-out man who belonged to the past, leaving behind fans who believed he had missed out on the greatness destined for him, but mostly veteran haters he had acquired due to his style and struggles – despite the hope expressed by his loyal friend Rabbi Yechiel Michal Pines that they should look at “his intentions and not at his actions.”

Submission ID

74

When Data Became Big: Business Hyperbole, Intellectual Straw Fires, and the Rise of an Obsolete Keyword

Authors

Prof. Christian Pentzold - Leipzig University

Dr. Charlotte Knorr - Leipzig University

Abstract

Remember Big Data? Around 2010, journalists, IT professionals, and academics were enthralled by the idea that “Big Data” galore. In our paper, we unpack how the short-lived but momentous hype came about. Tracing the generation of “Big Data,” we reconstruct how business commentators and public intellectuals fueled the excitement around the concept during the past ten years. We ask: How did “Big Data” become of interest? Who helped to propagate the buzzword career and stir public expectations? What visions were ascribed to “Big Data” and what kind of corollaries became associated with it?

Background

Although the term “Big Data” was once widespread, little is known about the efforts that went into animating and harnessing its semantics. Our study addresses this lack of knowledge about “Big Data” and its genealogy (Gehl, 2015). It contributes to efforts problematizing the myths, intentions, and politics undergirding taken-for-granted notions such as platforms, cyberspace, cloud, or internet. More than being a choice of words, the nomenclature with which we denote digitally networked services engenders tangible consequences for the configuration, accessibility, and control of contemporary societies. Arguably, the notion of “Big Data” too has implied such sociotechnical imaginary (Jasanoff, 2015).

Study

Our analysis rests on a selection of influential publications that came out between 2010 and 2015. Though the origins of the term remain murky (Lohr, 2013), the chosen timeframe captures “Big Data’s” heyday before it became superseded by other concepts like datafication. Our sample includes books shelved as public-interest that have popularized the expression and the ideas it represents (N=12). First published for English-speaking audiences, some of them have also been translated like Mayer-Schönberger and Cukier’s eponymous book *Big Data* (2013) or Eric Schmidt’s *The New Digital Age* (2014). We employ methods from critical framing analysis to examine the argumentative patterns with which “Big Data” were made into a topic of political, technological, economic, as well as academic concern.

Results

Our analysis pivots on three aspects. First, we show how “Big Data” evangelists engaged in an aspirational discourse that juxtaposed different spatio-temporal zones. Hence, they

extrapolated from places where large troves of data were already harnessed for some new purpose to potentially global transformations. In a sense, the daunting or auspicious data-driven future was already there, but it was not evenly distributed. Second, we discuss how the proponents sought concretization for the abstract and unfathomable concept. Thus, they exploited geographical scales and natural analogs in order to overwhelm readers with a sense of vastness (Puschmann & Burgess, 2014). Third, we interrogate the two-sided framing of “Big Data” as either threat or promise that iterates common templates of utopian versus dystopian views on emerging technologies (Feenberg, 2002). We conclude by arguing that although the term has fallen out of use recently this might in fact not mean “Big Data” are obsolete but rather that they have become an integral part of today’s technological infrastructures. “Big Data,” so to say, matter most when they seem not to matter at all (Chun, 2016).

Submission ID

130

Shaping a post–Soviet ‘Russian World’: A study on Russia’s communication strategy in the Baltic States.

Authors

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Abstract

Since the fall of the Soviet Union, Russia started to seek for ways to reclaim its influence over the former Soviet countries. A significant population of Russian-speaking minorities living in the post-Soviet space after Year 1991 started to be a target and creation of a dialogue between the two soon grew into the core idea of Russia’s new cross-border national identity building concept - ‘Russian World’, which has been deeply integrated with Russia’s geopolitical strategy. Nowadays, media plays an important role in reaching and affecting the target population, yet Russia’s strategic information operations in each former Soviet country started to attract the attention of the academic community more only after the case of Russia’s annexation of Crimea in 2014. Based on this, applying Joseph Nye’s soft power theory, this paper focuses on the content analysis of the most watched Russian channels in the three former Soviet republics – Estonia, Latvia and Lithuania by Russian-speaking population, illustrates how the content of news and political programs is shaping Baltic governments’ negative attitude towards Russian-speaking population and how the dissemination of this information ‘instrumentalize’ the target audience. The fact that Russia took control over Russian language programs and channels broadcasted in the former USSR and continued the broadcast in the Baltics played a pivotal role as the outcome has led to Russia’s dominance in the information space of the Baltic States in Russian language. It is found that targeted content effectively split Russian-speaking population of

the Baltic states ideologically, sense of belonging and commonness among them is more tied with Russia, what contributed to an increase of Russia's political interference in the three countries. In conclusion, this study also proposes a view on an existing dilemma of 'Russian World' shaping. This concept goes parallel with Russia's will to build a partnership with the Baltics, while three countries naturally interpret a dialogue with a 'Russian World taste' as a national security threat. This kind of Russia's approach which is neglecting the changes in the political situation of the Baltics (entry into EU and NATO in 2004) demonstrates its Soviet thinking, seeing the Baltics from a post-Soviet space perspective, not as nation-states. In this context, the author thinks 'Russian World' is a strategic tool which uses a sense of commonness like language, historical collective memory and culture to bind Russian-speaking society, undermine Baltic's domestic political processes and pro-Western orientation through them, so it could get Russia closer to the main aim - the Soviet Union's rebirth.

Submission ID

210

Ship, House, Printing Machine: An Analysis of the Intercultural Communication of Western Missions in Late Qing Dynasty through the Theoretical Perspective of Actor Network Theory

Authors

Mr. Lu Guoliang - Shanghai International Studies University

Abstract

Traditionally, mainstream studies about the history of intercultural communication of Western missions mainly focus on various symbols or people in historical events. Hence, the role of "thing" associated with such history is obscured in studies about the history of intercultural communication of Western missions, because such studies commonly assume that the "thing" is passive without much participation into the intercultural communication. Against such backdrop, this article endeavors to present a different narrative about the history of intercultural communication of Western missions in late Qing dynasty through the perspective of the "thing" associated with such history.

In order to explore the different narrative and role of "thing" in the history of intercultural communication of Western missions in late Qing dynasty, the article draws on the actor-network theory(ANT) suggested by the French sociologist, Bruno Latour. Based on the theoretical premise that both human and non-human are actors as long as they are acting, such theory provides a renown perspective to analyze the practice of both human and non-human in social events. From the perspective of Bruno Latour(Latour, 2005), the scholar should not depend on the grand social premise, like social factors and social construction, to analyze the phenomenon in the society; instead, scholars should analyze

such phenomenon through the micro perspective of the actors which are beyond the traditional distinction between humans and non-humans.

Hence, based on the actor-network theory and the first-hand historical materials of Western missions (Elijah Coleman Bridgman, William Alexander Parsons Martin, Anna Proust, and etc.) in the late Qing dynasty, like their letters, autobiographies, diaries, notes, and etc., the article tries to discuss how three vital “things” (the Ship, House, and Printing Machine, all matter much in such history) acted in the intercultural communication of Western missions in the late Qing dynasty.

Through the analysis of the role of such vital things in intercultural communication of Western missions in late Qing dynasty, the article finds that the “things” (the Ship, House, and Printing Machine) are not passively used by the missions or other people, and instead they actively, like humans, serve as actors in such historical events, connecting missions with other actors, like local people, local officials, the Qing government, etc. For example, the ship traditionally is just regarded as the traffic tool for the mission to come to China, but, after exploring the first hand historical materials, the article reveals that the ship also serves as a complicated actor to help missions say farewell to their motherland (bringing missions to China) while connect missions with their homeland friends and families (bringing the letters from families to missions). Even when missions just use ships as traffic tools to travel in China, the ships still push the missions to meet other actors, which is typified by the story of William Alexander Parsons Martin (丁韪良), a famous mission from America at that time, who once met robbers when traveled in China and the ship saved his life (because of the limit of words, much details have been omitted). Similarly, houses, like ships, are also generally ignored in the studies of such history of intercultural communication because of the passive role assumed in mainstream studies, but in such research, the active side of houses is revealed and discussed. The article indicates that the ownership of a house in late Qing dynasty for a mission is not just a business issue; instead, when a mission wanted to buy or rent a house, the house, at the same time, pushed the mission to meet various actors, like the angry local, the cunning local officials, etc., which is typified by the records of Anna Proust, a female mission from America, who once tried to buy a house from a local landlord, but eventually failed to achieve such deal because an angry servant of the landlord reported such deal to the local officials.

So, contrary to the traditional assumption, it is obvious that things just like humans, both as actively actors, construct the complicated network of intercultural communication in late Qing dynasty collectively. And the perspective of “thing” helps us notice more details of such intercultural communication of Western missions, and thus gain the different “imagination” of the history of intercultural communication of Western missions.

Submission ID

217

An Australian war correspondent's understanding of China during the Second World War

Authors

Dr. Beate Josephi - University of Sydney

Abstract

Over the course of four days in August 1944, Australia's best-known war correspondent, George Johnston (1912-1970), filed articles in the Melbourne newspaper, *The Argus*, assessing China's war effort in liberating themselves from Japanese occupation. These articles, going far beyond customary short dispatches, offered an in-depth appraisal of the Allies' war effort on the Eastern front. In their assessment, they were full of admiration for the Chinese people, their suffering and sacrifice. The articles attempted to explain the historical roots of China's internal political problems with concurrently war being waged between the Communists in the North and the Kuomintang troops under General Chiang Kai-shek. Despite trying to be even-handed, the author's held sympathies for the Communists, but in particular with the Chinese people. The final article titled, 'Steadfastness of Chinese People', subtitled 'Sorrows Cannot Break Them', ends with the prediction that the future belongs to China.

These articles are one of the sources used for this paper. The second text is the subsequent compilation of Johnson's writings, titled *Journey through Tomorrow*, based on his wartime reporting and time spent in Asia, published in 1947. The volume is focussed on Asia, with the largest section devoted to China. In *Journey through Tomorrow*, Johnson no longer adheres to the narrow confines of reporting and veers into the more expansive mode of literary journalism. "We have Eaten of Bitterness", written in the first person singular, evokes in reportage style the suffering of ordinary Chinese people, not only from the war but also from the graft and corruption of their leaders.

George Johnston, after the war, became one of Australia's highly recognized and most read novelists. However, this did not happen until almost 20 years later with the publication of *My Brother Jack* (1964). Two years prior, Johnston had published a little noticed book, *The Far Road*. This novel takes up again the strands of his earlier themes addressed in his wartime articles and *Journey through Tomorrow*. The main characters are two journalists, one Australian and one American, who while reporting towards the end of the war from China, are debating the values of journalism.

All three texts, but foremost the articles in *The Argus* and sections of *Journey through Tomorrow*, will be used to trace and analyse Johnston's view of China as expressed in journalism, literary journalism and also fiction.

Submission ID

275

Anti-poverty activism in the 19th century: An analysis of Marx's journalism in 1842-1843 with Rheinische Zeitung

Authors

Dr. Fei Huang - tsinghua

Abstract

Poverty was a crucial social problem in Europe in the 19th century, during which time newspapers played a vital role in identifying the social issues and pressuring the government to address them. Karl Marx, as a newspaper journalist in Germany since 1840s, upon his graduation from PhD studies, wrote about 30 articles for the leading pro-democratic newspaper in West Germany *Rheinische Zeitung für Politik, Handel und Gewerbe*, based in Cologne. With topics covering the freedom of the press, centralization of governance, liberalism in Germany, and the conditions of the working class, and by arguing with rival newspapers, Marx extensively discussed the significance of social-democracy, he stated that freedom of the press played a key role of being a “third factor”, by revealing the existing problems, making the voices of the poor heard and thereby enabling the improvement of the poverty conditions.

Through quantitative and historical analysis of the journalism articles and their interactions with the political-economic scenarios, as well as with Marx's own philosophical thoughts developed during this era, this research studied the key concepts and the structure Marx applied in his journalism writings. It is to be figured out that, the tensions between “state” and “civil society”, which was proposed by Hegel, was further developed by Marx as a journalist. Key articles such as the ***Proceedings of the Sixth Rhine Province Assembly: Third Article-Debates on the Law on Thefts of Wood, Justification of the Correspondent from the Mosel*** indicated Marx's political and philosophical approach to the issue of poverty and how this awareness impacted his further theoretical directions. The experience of addressing the poverty issues of the peasantry in Rheinland of Germany lifted Marx out of the clout of the Young Hegelians, and political economy was becoming a key area of research for Marx, capital and labor was to be a key set of concepts in Marx's later on thoughts, theories and writings.

Submission ID

351

Media training in Kenya: A triple decade of exponential growth

Authors

Mr. Charles Omondi - Daystar University

Abstract

Kenya, a founder member of the six-state East African Community (EAC) bloc, has the most vibrant media in the region. The other members of the nearly 200 million population economic bloc are Tanzania, Uganda, Rwanda, Burundi and South Sudan. The Democratic Republic of Congo's application for EAC membership has recently been approved, and is being discussed.

Like other independent African states, Kenya was a creation of the European colonial powers, who, at the Berlin Conference of 1884, carved for themselves portions of the continent like pieces of meat. This, they did despite their scant knowledge of the expansive continent's hinterland. As Meredith (2006) notes, the conquest pursuing European powers had hitherto known Africa more as a coastline than a continent.

With a population of about 47 million, Kenya boasts the leading media house in the entire region in the name of the Nation Media Group (NMG), that has subsidiaries in Uganda, Tanzania and Rwanda, with an elaborate correspondent network in several other African countries. Kenya is home to the region's oldest newspaper, The Standard, published by the Standard Media Group, whose inaugural edition dates back to 1902. Indeed Kenya has had an upper hand in the training of journalists for the entire EAC, and has been a great inspiration to the other members.

Because of its relative political stability, rich human resource base, more attuned to the free-market spirit and individual enterprise, physical infrastructure, ease of travel and internet connectivity, Kenya is the host to several international media operations, including the British Broadcasting Corporation (BBC), Al Jazeera and CNN, the Chinese Xinhua, the Associated Press (AP), Reuters and AFP.

Whereas today a student of media studies in Kenya would be spoilt for choice, the past was a totally different story. Prior to the early 1990s, so few were the institutions offering media studies that many, were often forced to look beyond the borders. However, there was the usual resource constraint impediment that made the option a preserve of the few financially endowed, or the exceptional or well-connected candidates, able to attract a scholarship. The external courses, mostly in Europe and the USA, also came with the disadvantage of also being largely irrelevant to the needs of Kenya. The overseas training was conducted in the environment prevalent in the developed West, which did not resonate well with the situation back home.

The history of media studies in Kenya has been a long one, but stands out for its exponential growth in the past three decades. Needless to say, the tale of this journey would make an interesting read, especially to researchers, media scholars, as well as historians.

Submission ID

519

Practices of Archiveology and the Cinematic Rewriting of Portuguese Colonial History

Authors

Dr. Adriana Martins - Universidade Catolica Portuguesa-Faculdade de Ciencias Humanas

Abstract

Photo archives have been considered invaluable tools for the construction of collective memory and have played a relevant role within the framework of diverse colonial enterprises in the 19th and 20th centuries. Regardless the colonial enterprise under analysis, photo archives decisively contributed to forge colonial identities, to cement bonds of comradeship and to develop and spread prejudices.

This paper discusses the historiographic potential of archiveology to rewrite colonial histories. Defined by Catherine Russell (2018) as a media art practice and a language of media culture that rests on the collection, storage and retrieval of images, archiveology, more than creating new ways of accessing the past, has prevented histories from being forgotten or silenced. Interested in how contemporary Portuguese filmmakers have resorted to practices of archiveology to call into question the official representation of the Portuguese empire, in this paper I will focus my attention on Joana Pontes's documentary *Visões do Império* [Visions of Empire] (2020). My aim is to examine how, through the discussion of the disciplinary power of the archive in the construction of the imagined community of the nation, Joana Pontes constructs memories for the future that shed a new light on historiographic accounts of life in the colonies from the late 19th century until the April 1974 Revolution that put an end to the empire.

Submission ID

538

The Evolution of Chinese Character Input Method: The Entrance into the Computer World

Authors

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Ms. Xiaoya Yang - School of Journalism and Communication, Wuhan University

Abstract

Input method is not only the translator of human-machine conversation, but also an essential port for computer users to enter the internet world. Although the imagination and exploration of Chinese typewriter began in the 1870s, the contradiction between Chinese characters as ideograms and the typewriter keyboard of 26 letters remained unresolved

until the advent of the computer era. In the 1960s and 1970s, a kind of rhetoric that Chinese characters is backward and obsolescent rampant came into fashion.

Since the 1970s, Chinese paid attention to inventing their own input method. The study divides the evolution of Chinese character input method into three stages: computer input method stage (from the late 1970s to 2005), internet input method stage (from 2006 onward) and artificial intelligence input method stage (from 2010 onward). The three stages have clear starting points, and the input method has a qualitative leap in performance. The relationship among the three stages is not a sequential replacement, but an iterative relationship. In the first stage, the input method brought by inventors at grass-roots level, and it turned to the lexicon of input method relying on internet search engines and jointly built and shared by the general internet users in the second stage. In the third stage, it developed into the artificial intelligence assisted input method which coordinated the human-computer interaction. At present, the Chinese input method has evolved into an online computing agent as becoming smarter, more functional, and more diversifying.

Many factors have influenced the evolution of Chinese input method, including practice, technology, capital, policy, traditional mechanizing experience of Chinese character, and foreign input method designing experience. Generally speaking, the main influential forces of the three stages are continuously transforming from the non-governmental and imported factors into the capital and technological factors. The produce and design progress of Chinese input method is shifting from a folk, chaotic and contending model to a centralized, large-scale model monopolized by giant companies.

The history of the Chinese input method is highly embedded in the history of Chinese computer and Chinese internet, and reflects the vicissitudes of Chinese society. It has been discovered that the expansion accompanied by the rapid development of internet infrastructure, which drove the evolution of the former. In addition, the Chinese input method, like the Chinese internet, has been innovating locally. In this process, there were the culture and ideas of the nation behind choices such as whether to retain the Chinese character pattern, and whether to choose shape code or sound code.

In the process of expanding the translation object from computer to artificial intelligence, the Chinese input method has brought some social problems. The black box behind the Chinese input method may pose a threat to the subjectivity and privacy of user, the expansion of function and application leads to a blurred boundary, and the domination of commercial power highlights the disadvantages of capital monopoly. How to deal with these challenges is a problem in the communication between people and the internet.

Submission ID

654

The Hebrew Press in Palestine Before WW I and the Resistance to German Soft Power Activities

Authors

Prof. Elyada Ouzi - University of Haifa

Abstract

Since the end of the 19th century, Germany decided to increase its political, economic, and cultural influence in the Middle East in rivalry with the dominant imperial powers, Britain, France, and Russia, which were applying a systematic policy of Soft Power Activities in order to inculcate pro-German public opinion among the crumbling Ottoman Empire's inhabitants.

To disseminate its language and culture, Germany used religious and secular organizations such as *Esra*, a Jewish philanthropic educational association founded in Berlin in 1901 that established primary and secondary schools in Palestine. In 1913, *Esra* also began to build the country's first technological university, the Haifa Technion. Its schools taught in German and imparted the basic values and worldview of German civilization as counterweights of the *Alliance Israélite Universelle*, which also maintained schools in Palestine that promoted French language and culture.

In 1913–1914, as the German and French cultural imperialisms tussled, a dramatic media event known as “The War of the Languages” took place. In its course, students and teachers in all *Esra* institutions in Palestine launched a general strike. The students and some of the teachers demanded the discontinuance of German as the language of instruction in favor of Hebrew only. It was claimed that the French *Alliance* people were behind the strike. The main arena of conflict was the daily Hebrew press in Palestine. The most important daily, the pro-French but above all Zionist-nationalist *Ha-Herut*, waged a lengthy crusade against teaching German language and culture and in favor of Hebrew. Its rival, *Moriah*, supported by *Esra*, took pro-German stances on language and dissemination of cultural values and civilization.

In this paper, I examine and analyze the role played by the local Hebrew press in resisting or supporting the German soft power activities during the “War of the Languages.” What kind of strategies did the Hebrew press use to support or negate German cultural imperialism in Palestine, and what were the outcomes of the clash of nationalisms—German, Hebrew-Zionist, and also French—over the choice of the Jewish inhabitants' language of hegemony, literacy and vernacular?

This particular media event, which took place between October 1913 and February 1914, is considered here as a case study for understanding the important role of the print media in colonized counties before WW I in rejecting one kind of soft power strategies and cultural imperialism and advocating another. The paper refers to theories of Soft Power,

Cultural Imperialism, Linguistic Imperialism, Orientalism, Cultural Hegemony, and Persuasion, and use quantitative discourse analysis methods (Semiotics and Narratology).

Submission ID

798

“TV Guide” magazine: the history behind the inspiration of “Intervalo” magazine

Authors

Ms. Talita Magnolo - Universidade Federal de Juiz de Fora

Abstract

It is proposed to recover the history of the American magazine "TV Guide". Our theoretical contributions will be in books and academic articles that contextualize politically and culturally the United States of the 1950s and 1960s, especially what led to the emergence of a print magazine that featured all the television programming in the country. Upon entering the official website of "TV Guide" we were unable to locate a specific page that spoke about its history and possible stages the magazine went through. The only historical information we found was the following: "TV Guide Magazine is owned by NTVB Media, the publisher of TV entertainment and listings magazines that acquired the magazine in 2015. The magazine is one of the most popular magazines in the country with more than 13 million weekly readers. From behind-the-scenes looks at broadcast, cable, syndicated, and online programming to sneak peeks at television's most intriguing plotlines, TV Guide Magazine has every corner of the television medium covered. Celebrating more than 60 years as America's most trusted television authority, TV Guide Magazine is the premier source for entertainment news, guidance and information about the country's most popular leisure time activity.

In terms of documents, what we have been able to ascertain so far is that the TV Guide website has had a digitized collection of covers since its first cover in April 1953. This may be an initial step in understanding more about "TV Guide". In addition, we find some books that may help us as the almanac of "TV Guide", by Craig T. Norback; Michele Hilmes's "The Television History Book (Television, Media & Cultural Studies)"; "Make Room for TV: Television and the Ideal Family in Postwar America" by Linn Spigel; "Watching TV: Eight Decades of American Television" (Television and Popular Culture), by Harry Castleman; "TV (The Book): Two Experts Pick the Greatest American Shows of All Time" by Allan Sepinwall and "Changing Channels: AMERICA IN * TV GUIDE *" by Glenn Altschuler.

I believe the relevance of this research is to study two themes that today, for us, are considered commonplace and are naturalized in the way we interact with technology, but in the past were considered innovative: television programming and the relationship between the media. At that time, both themes were considered major innovations in the

field of communication and why not go back a few decades to understand and detect all aspects of these relationships? The question that I propose to answer is related to the significance of the study and the understanding of the way of communicating of a magazine about TV, which also behaved as a builder and amplifier of the media narrative disseminated by the television. It is important to note that the organization of television programming in the early 1950s was a major innovation in the way broadcasters study and understand the profile of their viewers.

Submission ID

906

Seis etapas en la vida empresarial de la familia Azcárraga en los medios mexicanos (1930-2022)

Authors

Dr. Francisco J. Vidal-Bonifaz - Facultad de Ciencias Políticas y Sociales de la Universidad Nacional Autónoma de México

Abstract

El Grupo Televisa, la principal plataforma de los negocios de la familia Azcárraga en los medios de comunicación está inaugurando una nueva etapa en su evolución histórica como consecuencia de la fusión de sus actividades de producción audiovisual con la firma estadounidense Univisión Communications para formar una nueva entidad: TelevisaUnivision.

Junto con esta transformación, se inicia una nueva etapa en el desarrollo histórico de la familia Azcárraga dentro de los negocios mediáticos y de entretenimiento, evolución que se inició en los años 30 y que desde entonces ha trascendido por las siguientes fases:

1. [1930-1950]. La etapa fundacional se inicia con la incursión de Emilio Azcárraga Milmo en el negocio de la radio comercial hasta su consolidación como la principal empresa de radio abierta de México y América Latina.
2. [1951-1972]. Azcárraga, asociado a las familias de políticos empresarios O'Farrill-Ávila Camacho y Alemán, funda Telesistema Mexicano, que se consolida como la más importante empresa de televisión en México.
3. [1973-1993]. Muere el fundador de la dinastía y lo sucede su hijo, Emilio Azcárraga Milmo que transforma Telesistema Mexicano en Televisa y se plantea como principal objetivo logra una auténtica la expansión del negocio televisivo de la compañía en todo el territorio nacional en condiciones de una severa crisis económica y política.
4. [1994-2014]. En condiciones del Tratado de Libre Comercio Televisa realiza su internacionalización financiera, pero no logra consolidarse como una compañía multinacional del entretenimiento. Pese a ello, logra transformarse en un conglomerado

del entretenimiento con una fuerte base de operaciones en México. Llega una nueva generación tomar el mando de la empresa debido al fallecimiento de Azcárraga Milmo en 1997. Le sucede su hijo, Emilio Azcárraga Jean.

5. [2015-2021]. El fuerte avance de la digitalización y de internet forman parte de los elementos que provocan la declinación de los negocios tradicionales (radio y televisión abierta) de Televisa. La respuesta a esta situación es fortalecer su presencia en Univision y en el mercado de contenido en español en los Estados Unidos. Al mismo tiempo, y bajo la abierta protección de las autoridades, se transforma en una empresa de telecomunicaciones en el mercado mexicano.

6. [2021-...]. Se inicia una nueva etapa, en que se unifican los negocios de televisión abierta de Televisa y los activos de Univision para crear una empresa binacional, TelevisaUnivision, que operará simultáneamente en México y Estados Unidos.

Todo indica que a partir de ahora se busca hacer frente a la declinación de la rentabilidad en la televisión abierta por medio de racionalizar la producción de estos contenidos en español para su distribución simultánea en los mercados de México y Estados Unidos; aumentar la rentabilidad del negocio del futbol soccer por medio de la unificación de las ligas masculinas profesionales de México y Estados Unidos —además de la organización conjunta del próximo mundial de futbol del año 2026—, y intentar competir con las grandes operadoras de OTT para ganar al mercado que habla español.

Submission ID

1051

Why Tree Planting is Typical: Mobilization and Environmental Discourse Changes of "National Voluntary Tree Planting Campaign" in the 40 Year

Authors

Mr. Tong Tong - School of Journalism and Communication, Tsinghua University

Abstract

Introduction

In 1982, the State Council of China incorporated the "National Voluntary Tree Planting Campaign" into the national law. In China, the "National Voluntary Tree Planting Campaign" is the public welfare, legal and universal. It is also a mass environmental protection campaign with the largest number of participants and the longest total participation time in the world (Lin, 2012). National Voluntary Tree Planting Campaign is an "advocacy social movement" with Chinese characteristics, that is, a governance movement led by the government to publicize an ideology or social advocacy (Feng,

2015). There is a profound logic of social governance transformation behind the mobilization and normalization process of this movement.

The social movement has not only political and social influence but also a phenomenon of communication (Cox, 2008). Under the role of advocacy social movement, the National Voluntary Tree Planting Campaign witnessed the transformation of environmental discourse. Compared with the public participation mechanism in the western environmental public sphere, the governance practice of the "National Voluntary Tree Planting Campaign" has its unique characteristics and theoretical global significance (Zhao, 2020). Through the discourse change of "tree planting", an environmental symbol, we can review the cognitive change process of people's natural environment under the background of China's governance movement.

Under the background of the governance movement, how can the symbol of "tree planting" be constructed, interpreted, and even become a "custom"? This study selects "National Voluntary Tree Planting Campaign" as the research case, and takes the *people's Daily's* report on the "National Voluntary Tree Planting Campaign" movement in the past 40 years as the analysis material to explore how the "tree planting" symbol is established under the background of the mobilization strategy in different stages of the governance movement.

Research Questions

Based on the above discussion, this study puts forward the following research questions:

I What kinds of mobilization discourse exist in the National Voluntary Tree Planting Campaign, and what are the manifestations of different mobilization discourse in different stages of mobilization?

I What are the interpretation ways of "tree planting" in the National Voluntary Tree Planting Campaign, and what are the manifestations of different environmental discourses in different stages of mobilization?

This study uses the content analysis method to answer the above research questions. We select all relevant news reports of the *People's Daily* from December 1981 to January 2021 as the research text, so as to analyze the discourse changes of the official media on the reporting object of "tree planting". The author takes "tree planting"(植树), "voluntary tree planting"(义务植树) and "afforestation"(植树造林) as the keywords to search in the graphic database of *People's Daily* By screening duplicate and invalid samples, 770 samples were finally obtained. As China's official media, *People's Daily* has certain uniqueness in reflecting the political context behind mobilization.

Result and Discussion

Through content analysis, we first abstract five mobilization strategies: (1) direct mobilization; (2) Model characters; (3) Model unit; (4) Ecological mobilization; (5) Economic mobilization; (6) Compared with foreign countries. Secondly, there are four ways

of referring to " tree planting ": (1) administrative indicators; (2) Labor behavior; (3) Economic products; (4) Ecological products.

The results show that mobilization discourse presents the "Central-Local" reporting logic, while environmental discourse takes economic development and the severity of environmental problems as the reporting logic. In terms of mobilization discourse, since the 1980s, shaping model characters and typical units has always been a typical mobilization strategy of the National Voluntary Tree Planting Campaign. However, the specific orientation of such model characters and units has gradually changed from the masses and universal organizations in the 1980s to the leaders and central government units with more political color in the 21st century. This is also reflected in the transformation of reporting areas. In terms of environmental discourse, in the process of normalization, the color of the administrative index of "tree planting" continues to weaken, and the more obligatory image of tree planting as a "labor behavior" is constantly established. With the continuous improvement of China's environment, the ecological value of tree planting has been weakened in the media, but the symbol of tree planting has also been "crystallized". It has experienced the process from "ritual shaping" in the 1990s to "typical shaping" in the 21st century and has become one of the typical symbols of China's environmental governance.

Submission ID

1081

the Image of “New Chinese Regime” under the Perspective of British Mainstream Press: An Investigation Based on The Times (1948-1949)

Authors

Dr. Gege Fang - School of Journalism and Communication, Tsinghua University

Dr. Jiawei Chang - Nankai University

Mr. Bingyang Wang - London School of Economics and Political Science

Abstract

The United Kingdom (the UK) recognises the legitimacy of the regime of the Communist Party of China (the CPC) since the establishment of the People's Republic of China (the PRC) in 1949. *The Times*, as the mainstream press in the UK, published a huge volume of China-related reports during the Chinese Civil War (1945-1949). Such coverage reflects the British attitude towards China. From 1948 to 1949, several decisive battles happened between the CPC and the Kuomintang (the KMT), during which *The Times'* depiction of the CPC transformed from "the single effective opposition" to "the latest winner". By rendering the image of "opposition" and the panic of "communist torrent", *The Times*

sketched a relatively negative first impression of the CPC, attaching a "barbaric" and "rebellious" image to the new Chinese regime.

The UK not only paid close attention to the political changes in China, but even tried to intervene in the Chinese Civil War (Sa and Pan, 1996, p.309). *The Times* gathered and symbolised the scattered social and political events and transformed them into subjective thoughts. In 1948 (the turning point for the relationship between the CPC and the KMT), the news coverage of the CPC significantly increased, reflecting the UK's predictions of the future development of China, as well as its changes in perspective and cognition. To better understand the attitudes and views of the British authorities towards the "New Chinese Regime" right before the establishment of the PRC, this research searched the following keywords (regardless of case sensitivity and abbreviation)[MOU1] : China, the CPC, the KMT, Chiang Kai-shek, and Mao Tse-tung in the database of *Gale Scholar - The Times Digital Archive*, and retrieved 461 China-related reports with a total of 152,720 words. With the assistance of the "interpretive package", a framework suitable for the analysis of political news reports (Lin, 2004), this research deeply dug into the implicit value orientation of these news reports. The three-level news framework indicators (Zhang, 2001), which is composed of core meaning (upper-level), practical meaning (medium-level), and specific textual structure and content (lower-level), was incorporated into the analysis, and consequentially formed five analytical dimensions: theme framework (upper-level), typical theme (upper-level), reporting tendency (medium-level), media reporting framework (medium-level) and typical keywords (lower-level).

By conducting news framework analyses of 461 China-related reports published by *The Times* between 1948 and 1949, this research discovered that, the swift change of military strength between the CPC and the KMT contributes to an ambiguous, swaying and sophisticated diplomatic attitude of the UK. It is not only related to the ideological orientation and cultural identity of the UK, but also consistent with the British government's pragmatic attitude towards China. It was the political and economic convenience between China and the UK that matters, regardless of depicting a distorted or complementary national image of China. In addition, the "otherisation" of China, a relatively subjective process demonstrated in *The Times*, also shows stereotypes, imaginations, and traditional prejudices of western countries.

The Times' recognition and depiction of the new Chinese regime demonstrate the profound influences of ideologies on news communication. As pointed out by *People's Daily* (1950), the only way for the PRC to obtain supportive understanding and recognition from the international community was to continue working hard, as much as the endeavour of Chinese people.

Submission ID

1087

“Selfish” globalization? -- A study on the Framework and Context Construction of Solidarity in The Reporting of the Iraqi Revolution

Authors

Ms. Jia yin Wang - Peking University

Ms. Shuo Sun - Peking University

Abstract

The 1958 Iraqi Revolution was not only a domestic political event but also a third-world independence movement. It had a significant impact on the global anti-colonialism movement, the internal politics of the Arab world, and the US-Soviet confrontation in the Cold War, and thus was widely reported and supported around the world. The scale of the demonstration in Beijing even reached 500,000 people.

Led by the bipolar pattern of thinking, this history of Chinese supporting the national independence movement in the Middle East was simply interpreted as "ideological siding", gradually fading out of the current historical research horizon. However, the fact that most Arab countries didn't follow the socialist road after national liberation does not support this explanation. It also ignores the specific strategy of Chinese media to connect the remote Middle East with China, so cannot answer why the reports could obtain the emotional and practical support of the public, let alone the significance of China's solidarity with the "good brothers of the third world" for domestic political construction and economic production. In the post-epidemic era when anti-globalization is rising, practices and discourse that transcend national and ethnic identities are of breakthrough value. Therefore, this study of Chinese media's mobilization strategies during the Arab independence movement will be of greater benefit to summoning solidarity and constructing a "community with a shared future for mankind" today.

Based on the relevant reports of People's Daily, New York Times, and other mainstream media, taking the 1958 Iraqi Revolution as an example, this paper adopts the discourse research method to compare the differences between Chinese and foreign reports at that time and the transformation of Chinese reports on Iraqi after the reform and opening up. Through the vertical and horizontal dimensions above, this paper will examine the reasons, strategies, and role of Chinese media in supporting the 1958 Iraqi Revolution, and analyze the Chinese unique imagination of global order and nation in that political and economic context.

This paper argues that the supportive strategy of Chinese media can be summarized as "revolutionary discourse of resistance" and "emotional echo of fellow travelers". Chinese unique understanding of "global" is reflected in "going beyond ideology and sovereignty" and "opposing the governance framework supported by social evolution and emphasizing

independent development". The spontaneous impetus for this international solidarity was sustained not by a shared ideology, but by a recognition of the growing divide between China and the Middle East. By linking the voice of "the new world" to the political and economic construction at home, the ethnic and political identity of Chinese has been successfully integrated into the larger frame of a global pattern, which means that national liberation equals human liberation, and the boundary between the global and nation-state gradually melts. Although this is a kind of "selfish" globalization in the service of domestic mass mobilization, it is also because of this integration that the words of solidarity can produce a great inspiration and mobilization effect. As post-1990s marketization and democratization spread to the whole world, the disappearance of internationalist imagination and the decline of mass mobilization ability led to the gradual differentiation of the understanding of "the new world" between the government and the public, thus making it become slogans, which could neither be elaborated by the government nor put into daily practice by individuals.

By tracing this forgotten history, the innovation of this paper lies in eliminating the romanticized imagination and exploring the supportive strategy from the specific political and economic context. In addition, the comparison between Chinese and foreign media reports is precise to get rid of the linear framework of progressivism and colonial discourse system and explore the possibility of self-determination and consensus shaping of media in developing countries. This will help to transcend nation-state paradigms and ideological camps and inspire the reinterpretation and unity of today's globalization.

Submission ID

1103

EVOLUTION OF ONLINE NEWS FORM: A CASE STUDY OF HINDUSTAN TIMES FROM 1995 TO 2017. ANALYSING THE PARAMETERS THAT DETERMINE THE CONTENT FORMATS ONLINE

Authors

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Abstract

The digital transition of traditional news media and associated shifts in news forms has been a prominent subject of academic inquiries. The sustenance of news industry, that faced series of major disruptions over the last two decades, forms the nucleus to a range of works. It is observed that in the initial days of online journalism, the contents were mostly repurposed from the print for the online audience. However, after a lot of changes that redefined the news culture, such as the influence of web 2.0, mobile gadgets, news aggregators, etc. it was forced to adopt a new business model which better addressed the

new medium and their audiences, and also subsequently create newer formats that better cater to these developments. In studying the evolution of news culture, the formal aspects and how it varied over the years could provide significant inputs. The proposed work is an attempt to study the evolution of content formats in the online handle of a prominent Indian English language newspaper, *Hindustan Times*. It analyses the web interface of the portal from 1995 to 2017, within the framework of web historiography. Further, the data obtained is complimented using inputs from the internet editors of the portal, who worked with it in various phases of development. The attempt is to read the transformations as the results of changes in production processes facilitated by technological integration.

India constitutes a unique case insofar as internet based initiatives are concerned. Indian media market, unlike in the West, still relies on traditional products such as print and TV. However, the online ventures are also on the rise as the country witnessed rapid surge in the internet penetration in recent years, making it an important market for global digital media conglomerates. It is observed that the still profit making traditional outlets give them an advantage in their digital ventures. Indian media scenario is thus considered to be at crossroads of traditional and digital. Most news organizations attempted to address the online space through the creation of a separate digital team to handle operations there. However, *Hindustan Times* had been the first to set up an integrated newsroom and reconfigured the production processes. It was also a front runner among Indian news websites in bringing various innovations, such as adoption of digital first strategy and usage of multimedia elements. The case study of *Hindustan Times* is expected to bring insights on the influence of organizational structures and digital information flow can have on the news culture. This work is part of my ongoing doctoral research work, and the interviews and analysis I did will be used in this.

Submission ID

1112

Tensions between Diluting and Maintaining a Sense of Place: Focus on NHK's Nagoya Children's Broadcasting Drama Troupe (1948-1977)

Authors

Ms. Lingwei Wang - Kyoto University

Abstract

This study examines the significance given to NHK's Nagoya children's broadcasting drama troupe by performing artists, educators, and NHK's producers through tracing its history from the perspective of a sense of place. Meyrowitz (1986) argues that electronic media, including radio and television, have brought about "no sense of place," that is, a

dissociation between physical place and social place. Latterly, Meyrowitz (2005) pointed out that electronic media also foster more significant emotional attachments to place by expanding our perception of “the generalized elsewhere.” Discussions and research on radio and television have mainly focused on how people have crossed physical boundaries through broadcasting technology. In contrast, this study focusing on the local children’s broadcasting drama troupe uncovers the phenomenon that broadcasters established places for residents’ face-to-face communication and, by doing so, created and maintained a sense of place. The study will probably contribute to discussions on the characteristics of Japanese broadcasting and electronic media’s impact on our sense of place.

Children’s broadcasting drama troupes are institutions whose primary goal is to provide child actors for NHK’s radio and television program production. However, the directors of the troupes emphasized contributing to local cultural activities for young people, members’ character building, and enhancing their communication skills rather than producing national stars. There was a trend for each NHK regional broadcasting station to have its own children’s troupes all over Japan in the 1950s. In addition to NHK, commercial broadcasters also founded children’s troupes. Though having contributed to broadcasting education, particularly to school educational programs, most of them had been dissolved for financial reasons by the 1970s. As of 2022, only three of them, NHK’s Tokyo, Osaka, and Nagoya children’s broadcasting drama troupe remain.

There is almost no data left except for the NHK’s Nagoya children’s broadcasting drama troupe, which was established in 1948. The study deals with the period between 1948 to 1977 before the troupe underwent organizational reform and became independent from NHK, and mainly refers to the commemorative journal titled “*NHK Nagoya Children’s Theater Company 70th Anniversary*”, *80 Years of JOCK’s History*, and *the Postwar History of Theatre in Nagoya*. Based on these written documents, though most of them are secondary sources, and oral interviews with lecturers and troupe members, this paper will reconstruct the local broadcasting history in Japan from the performers’ aspect and lead to a deeper understanding of the relationship between the new media and the social context.

Submission ID

1144

The Emergence of a Caribbean Radio News Model: The role of pioneer journalism in shaping radio news in the English-speaking Caribbean.

Authors

Dr. Anthony Frampton - Florida International University

Ms. Yvette Rowe - University of the West Indies

Abstract

When colonies of Britain in the Caribbean gained their independence, they needed to redefine and reorganize institutions and systems to facilitate nationhood and regionalism. This was an imperative for establishing a post-colonial framework of development and for embracing new challenges and realities brought on by their nascent sovereign identities and their membership in a unique Caribbean community. One of the most critical and powerful institutions that they inherited from British colonialism was radio broadcasting, marked by the overpowering influence of the BBC World Service as a news source, and the Crown's creation of a distinct colonial model for local radio stations. These new nations eventually explored novel approaches to radio journalism, which created a few indigenous pioneers and icons who crafted a unique radio journalistic culture and practice. A colossus of this phenomenon during the 1980s and the 1990s was a British born Jamaican, Hugh Crosskill, who oversaw the introduction of two of the most influential radio news institutions in the English-speaking Caribbean: The Caribbean News Agency and the BBC Caribbean Service. He became one of the most influential radio journalists in the region, having mentored hundreds of news editors and reporters from more than a dozen countries. In this paper, we explore the insights that Crosskill's case offers into how pioneer journalism shapes and nurtures journalistic culture and impacts how new nations and regional communities adopt and normalize news systems and practices. Although some researchers have examined the socio-political climate of this embryonic period in Caribbean development, none has looked at the emergence of radio journalism as a key institution in shaping these new societies. We believe that this is a critical void that ought to be filled. Our contribution in helping to fill this gap takes a qualitative approach to exploring how Crosskill's work and legacy influence the region's approach to news production and the establishment of a distinct and pervasive Caribbean radio news model.

Submission ID

1258

Media Remains in East Asia: Radio Pagoda built by NHK

Authors

Dr. Tomomi MARUYAMA - Fukuyama University

Abstract

The Radio Pagoda, which stands quietly in a corner of a park or in the precincts of a shrine, is now a monument of unknown origin, a media relic that has become a part of the city landscape. When was it built, and what was it used for? In some regions of Japan, there are active efforts to preserve Radio Pagoda as cultural assets that provide a glimpse into the broadcasting culture of the pre-war and wartime periods in Japan, but there are few people who remember them today.

The purpose of this presentation is to retrace the footsteps of how radio was incorporated into the lives of the Japanese, with focus on the Radio Pagoda, which has been forgotten. To answer these questions, this presentation will trace the history of broadcasting back to 1925, when the broadcasting business began in Japan, and examine the Radio Pagoda built by NHK (Nihon Hoso Kyokai) from the following three perspectives. First, it will reexamine the process by which radio was incorporated into people's lives. Second, it will observe Radio Pagoda that were planned and installed to stimulate people's enthusiasm for radio, and third, it will examine the "broadcasters" who constructed the relationship between radio and audiences. What becomes clear from this work is the process through which the Radio Pagoda has transformed its meaning from an object that finds the significance of "living with radio" in one's own life to an object that plays a "social role" in helping to deliver broadcasts in times of national emergency (Maruyama 2021).

In addition, this presentation will not only introduce the Japanese case but also discuss the massive construction of Radio Pagoda in East Asia (Ikawa 2021; Murakami 2021; Numata 2021), which were recognized by the Japanese government as useful objects for colonial policy. In the present age, when the mass communication has undergone a major transformation, this presentation will critically examine the time when radio, which is regarded as an "old" medium, was "new," and look ahead to the media of the future.

Ikawa, M., 2021, "Radio Towers in Taiwan: Co-Listening of the Radio Broadcasting in Japanese Colonial Ruled Taiwan" in *The Journal of applied Sociology* (63):17-26.

Maruyama, T., 2021, "Media Remains in Kansai Area: Radio Pagoda built by JOBK" in *Journal of the Faculty of Human Cultures and Sciences of Fukuyama University* (21): 13-25.

Murakami, S., 2021, "Revisiting the History of Broadcasting in "Southern Occupied Territories" [Part I]: Developing a Broadcasting Scheme under the Slogan of Greater East Asia Co-Prosperity Sphere", in *The NHK Monthly Report on Broadcast Research* 71(3):40-57.

Numata, N., 2021, "Japan's overseas broadcasting services by shortwave radio in 1940's & A broadcasting listening situation in Bangkok", in *Studies of new century humanities* 4, 339-364.

Submission ID

1261

Confronting the Terror of White Rule: Plácido's Poetry and Legacy in Mid-Nineteenth-Century Cuba

Authors

Prof. Anna Lindner - Wayne State University

Abstract

This archival study investigates the manuscripts and news reports documenting the life and work of Afro-Cuban poet Gabriel de la Concepción Valdés (Plácido), who was executed by the Spanish colonial government in Cuba after being accused of spreading revolutionary, anti-colonial ideas. Plácido was one of the many island inhabitants who resented oppressive Spanish rule and enacted a series of anti-colonial and -slavery uprisings in the early 1840s. Instigated mostly by free people of African descent, but also the enslaved and Cuba inhabitants of various racial backgrounds, these uprisings were brutally suppressed by the Spanish colonial authorities during what became known as the *Escalera* conspiracy.

La Escalera set the backdrop against which Plácido composed his poetry, which was crafted according to the romantic form of that time and also subtly undermined the colonial regime. Criticized by scholars attempting to identify the exact elements that enraged the Spanish colonial authorities, Plácido's poetry may have been clumsy in its written form, but it was also orally performed for African-descended, often illiterate publics and circulated through clandestine, subversive networks across the island. Uncovered by reading against the grain of the archive and informed by the field of media history, evidence of the orality of Plácido's poetry challenges both historical and current assumptions of the supremacy of the written word.

Of one-eighth African but mostly European descent, Plácido was relatively privileged due to his education and light skin, but also constrained by the politics of colonial rule. Informed by bell hooks' notion of racial terror, the present study argues that Plácido lived and worked under the threat of white rule, but, due to his approximate whiteness, also feared African retribution during *La Escalera*. Plácido's betrayal of enslaved Africans during his final days underscores his contradictory convictions surrounding race, national belonging, social status, art, and politics.

These contradictions come to bear on the ways Plácido was represented in reports of his death that circulated across the Spanish colonies and beyond. Spanish colonial, abolitionist, North American, and other publications each co-opted and reconstituted Plácido's image according to their own agendas, mythologizing his legacy and obscuring the facts of his life. Plácido's life and legacy is one example of the ways in which African descendants express their subjectivity, both orally and through written modes of communication, in societies that simultaneously need and reject them, a contradiction that continues today.

Submission ID

1451

MPS overview - Media and the Dissemination of Fear

Authors

Dr. Christian Schwarzenegger - University of Augsburg

Abstract

The relationship between media and fear has been intensively discussed in the history of our field and has found renewed relevance during the years of the pandemic. But also against the backdrop of thriving disinformation ecologies in digital media environment, and acts of defiance, activism and protest against oppressive regimes but also measure of intimidation and persecution against uprisings feed into the relationship of media and fear. In modern societies media are both facilitators of fear and an antidote against fear alike. This panel is loosely based on a book project published in the IAMCR Media and Global Transformations series.

The first presentation by Nelson Ribeiro addresses the peculiar nexus of media and fear in a conceptual and theoretical angle. The presenter elaborates the different potential interrelations between media as facilitators and disseminators of fear, as benefitting from fear but also countering fear and deconstructing propaganda, falsehoods and lies. Build on the guiding principles for editing the volume Media and the dissemination of fear Ribeiro shows why fully making sense of media and fear requires transnational, transtemporal and transmedial perspectives and how these can play out in actual research.

The second paper by Anna Wagner addresses the interrelation of media and fear against the backdrop of pandemics, infectious diseases and big scale health hazards. Taking a long durée approach from Black Death to Covid19 the author identifies recurrent patterns in how serious health threats are treated by the media and related to them,

The third paper by Christian Schwarzenegger is also related to the Pandemic. In his study he analyzes how during protests against the pandemic containment measures aimed to weaponize the past and draw from historical references and examples to create fear as a means to mobilize for political struggle in the now. He demonstrates how history can provide templates for fear drawing from a variety of contexts and for different activist causes: to discredit science and medical research, to compare political measures to oppressive regimes from the past and to equal the own role as self-declared resistance to historical precursors. Paper four by Alberto Pena addresses fear as a political tool during times of crisis and conflict. Using the Spanish Civil war as an example Pena shows how the conflict nearby was instrumentalized by Salazar in Portugal for mongering fear of an imminent communist invasion for his political gain. The paper provides a prime example for how fear can be a fuel for propaganda. Concluding the panel Hanan Badr draws from various empirical examples regarding the Arab uprisings to discuss the politics of fear that

were employed to suppress democratic upheaval and colonize digital public spheres since the early history of social media. Together the contributions show that mechanisms how media and fear interrelate remained surprisingly persistent over the ages and across geographical areas and despite the transformations of the media available. Media and fear can sometimes be highly functional and beneficial, sometimes disastrous and toxic, but it is always and certainly an ongoing relationship.

Submission ID

1512

MPS Paper - Researching Media and Fear—Diachronic, Intermedia, and Transcultural Perspectives

Authors

Dr. Nelson Ribeiro - Universidade Católica Portuguesa

Abstract

This paper introduces a book project developed within the IAMCR History Section aimed at discussing the relationship between media and fear through intermedia and transnational perspectives. As the current pandemic has demonstrated, even though fear is frequently presented as an emotion that can lead to the adoption of behaviors that appear to be irrational, governments rely on the mediation of fear to increase citizens' perception of threat and motivate them to act responsibly. Thus, the paper argues that one needs to understand the imbricated relationship between fear and threat in order to comprehend the mechanisms of persuasion used by political and social actors in different media ecologies. While using the media to steer fear can sometimes be highly functional and beneficial, fear can also be used to promote agendas of exclusion and to galvanize against the 'other'. Last, the paper argues that regardless of changing media technologies and historical contexts the media remain a battlefield used by political agents and social movements to spread and counter fear, aiming to impact on people's perception of reality and their sense of urgency.

Submission ID

1517

The Birth of Private Order: History of Multi-stakeholder Thought in Western Internet Governance

Authors

Dr. Jinhe Liu - School of Public Policy and Management, Tsinghua University

Ms. Xiaoyuan Deng - School of Journalism and Communication, Tsinghua University

Abstract

Originated in the United States, after the governance practice of early technical community and the privatization initiative of the U.S. government, Internet governance has gradually formed a multi-stakeholder model in which private sector, technical community, civil society and other non-governmental actors participate in decision-making together with the nation-state government. This paper traces the source of multi-stakeholder thought, investigates why multi-stakeholder thought has become the leading thought of Internet governance in the United States and even the West through historical analysis, and pays attention to the social background and cultural factors behind it. The multi-stakeholder thought of Internet governance was born in the political philosophy of liberalism, and has experienced the development stage from concept breeding to mechanism exploration, and then to institutionalization and ideologization. In the early 1960s and 1980s, a group of technical experts dedicated to the development of the Internet and the promotion of protocols came into being after the US Department of Defense commissioned technical experts to invent ARPANET. Later, it gradually evolved into a self-management community organization. From 1980s to 1990s, critical Internet community organizations such as IAB, IETF, ISOC and ICANN were established successively. With the commercialization of the Internet, multi-stakeholders began to explore the governance mechanism from the hazy concept. In the 21st century, the idea of multi-stakeholders has been widely practiced, and has moved from the United States to the United Nations and other non-western countries. With a new round of institutionalization has begun all over the world, including the global landing of IGF system and the further independence of ICANN, the multi-stakeholder ideology is forming in cyberspace. In 2016, marked by the transition of ICANN IANA stewardship from the US government to the global community, the dominant position of multi-stakeholder thought in the global Internet governance was established, and the birth of the private order of Internet governance was announced. Different from the traditional government led governance model, based on the idea of multi-stakeholderism, Western Internet governance takes private forces as the main body, and establishes a de-sovereignty order dominated by technical community and the private sector. This process, we call it the birth of private order.

Submission ID

1592

Análisis de la cobertura mediática sobre el gas radón en España en los últimos 25 años

Authors

Dr. María-Cruz Negreira-Rey - Universidade de Santiago de Compostela

Dr. Jorge Vázquez-Herrero - Universidade de Santiago de Compostela

Dr. Berta García-Orosa - University of Santiago de Compostela

Abstract

En 1998 la Organización Mundial de la Salud reconoció el gas radón y sus productos de desintegración como elementos carcinógenos humanos (García-Talavera San Miguel et al., 2013). En la década de los noventa se intensificó la investigación sobre los efectos adversos del radón para las personas, estudiando los riesgos de la exposición al gas en viviendas o ámbitos laborales y su vinculación con enfermedades como el cáncer. En España, el primer estudio a nivel nacional para medir la radiación natural se inició en 1991 con el proyecto Marna (Suárez et al., 2000), que sentó las bases para la elaboración de la Cartografía del potencial de radón en España del Consejo de Seguridad Nuclear (2017).

A pesar de que la exposición al radón es la primera causa de cáncer de pulmón entre los no fumadores (Neri et al., 2018), suele ser un tema poco relevante en la agenda mediática. Esta investigación presenta los resultados preliminares del proyecto 'Radón en España: percepción de la opinión pública, agenda mediática y comunicación del riesgo' y tiene como objetivo principal analizar la cobertura mediática sobre el gas radón en el contexto español con una perspectiva histórica (1996-2021). Se busca estudiar la evolución en la relevancia informativa del tema, analizar los enfoques informativos, los eventos más importantes, así como las fuentes en las que se ha fundamentado la cobertura y sus características. Se aborda el estudio desde la óptica nacional y de proximidad, analizando de forma específica la comunidad autónoma de Galicia, por ser la región española con mayor incidencia del gas radón.

Para ello se realiza un análisis de contenido de las piezas informativas publicadas en los medios digitales *El País* y *La Voz de Galicia*, los dos medios con mayor audiencia en el ámbito nacional y gallego, respectivamente. La muestra se compone de las noticias publicadas desde la aparición de estos medios digitales hasta 2021 (N=649). Se analiza la relevancia del gas radón en las noticias –si es el asunto principal o es secundario–, la temática y enfoque de las mismas –salud y prevención, vivienda y urbanismo, investigación, políticas y regulación–, los valores noticia, las áreas geográficas a las que se hace referencia y las fuentes consultadas –número, tipología, proximidad–.

Los resultados revelan una creciente cobertura mediática sobre el gas radón durante el período analizado –consecuencia de la intensificación de la investigación, la divulgación de resultados y la comunicación de medidas de prevención en estos años–, siendo mayor en el ámbito regional con mayor incidencia del gas. Aunque sigue siendo un tema secundario en la agenda de los medios, las noticias abordan las mediciones y riesgos de la exposición al radón en la vivienda y el trabajo, las investigaciones en el ámbito de la salud y los avances en la regulación para la prevención. Entre las fuentes encontramos principalmente instituciones, administraciones públicas y expertos.

Submission ID

1853

MPS - Paper - Of ‘fearbola’ and ‘infodemics’: The role of media and fear during (pandemic) public health threats

Authors

Dr. Anna Wagner - Bielefeld University

Abstract

During the Covid pandemic self-proclaimed resistance movements have organized protests against political health safeguarding measures across Europe and beyond. The goals of these ideologically diverse groups are to rebel against an alleged ‘Corona regime’, provide counternarratives to the existence of a pandemic threat and insurgent against political restrictions or vaccination mandates. Soon, the protests were also co-opted by political extremists and spreaders of conspiracy myths. Protesters opened the strategic toolbox of populist communication to attract and persuade citizens, disseminate (mis)information and form an alliance against the ‘mainstream’ political viewpoints. This study investigates how horrors from the past were used as a means of mongering fear in the present during protest rallies and in online communication of the insurgent groups. The study demonstrates how historical analogies and memories were weaponized in the protest communication to mobilize for action and to justify some of the protest measures taken. In the presentation, I use the concept of ‘commemorative populism’ to describe the instrumentalization of history and collective memory for the proliferation of a political cause. Extreme situations can justify taking extreme measures and drawing comparisons with dark chapters from the past was intended to picture the current historical moment as of similar ghastliness and ultimately dangerous for freedom and democracy. The findings suggest different yet interrelated strategies of how history and collective memory are instrumentalized to disseminate fear for political gain: The dissemination of disinformation about historical facts can serve the creation of false historical analogies (e.g., with oppressive regimes) and flattering genealogies for themselves (e.g., with historic freedom fighters). Furthermore, an eclectic take on the history of science and medicine was meant to denigrate elites and diminish trust: referring to past failures, errands and atrocities performed in the name of science should spawn fear against scientific reason in the pandemic crisis.

Submission ID

1882

MPS Paper - Horrors from yesterday – Using history and memory to disseminate fear in populist communication today

Authors

Dr. Christian Schwarzenegger - University of Augsburg

Abstract

During the Covid pandemic self-proclaimed resistance movements have organized protests against political health safeguarding measures across Europe and beyond. The goals of these ideologically diverse groups are to rebel against an alleged 'Corona regime', provide counternarratives to the existence of a pandemic threat and insurgent against political restrictions or vaccination mandates. Soon, the protests were also co-opted by political extremists and spreaders of conspiracy myths. Protesters opened the strategic toolbox of populist communication to attract and persuade citizens, disseminate (mis)information and form an alliance against the 'mainstream' political viewpoints. This study investigates how horrors from the past were used as a means of mongering fear in the present during protest rallies and in online communication of the insurgent groups. The study demonstrates how historical analogies and memories were weaponized in the protest communication to mobilize for action and to justify some of the protest measures taken. In the presentation, I use the concept of 'commemorative populism' to describe the instrumentalization of history and collective memory for the proliferation of a political cause. Extreme situations can justify taking extreme measures and drawing comparisons with dark chapters from the past was intended to picture the current historical moment as of similar ghastliness and ultimately dangerous for freedom and democracy. The findings suggest different yet interrelated strategies of how history and collective memory are instrumentalized to disseminate fear for political gain: The dissemination of disinformation about historical facts can serve the creation of false historical analogies (e.g., with oppressive regimes) and flattering genealogies for themselves (e.g., with historic freedom fighters). Furthermore, an eclectic take on the history of science and medicine was meant to denigrate elites and diminish trust: referring to past failures, errands and atrocities performed in the name of science should spawn fear against scientific reason in the pandemic crisis.

Submission ID

1888

MPS Paper - Fear as a propaganda weapon. Media Disinformation and Mobilization in Portugal during the Spanish Civil War

Authors

Dr. Alberto Pena - University of Vigo

Abstract

After the victory of the Popular Front in the Spanish elections of February 1936, Salazar's Portugal feared the "revolutionary" contagion of Republican Spain, whose new government represented a dangerous destabilizing element for the Portuguese dictatorship, since it was seen as an ally of international communism. Salazar's support to

the military rebels, led by General Franco, against the Madrid government after the beginning of the Spanish Civil War in July 1936, transformed the Portuguese territory into Franco's rearguard, immersed in an atmosphere of exaggerated fear, agitation and anti-communist mobilization, fostered by the regime to persecute the opposition and strengthen its repressive apparatus, while its propaganda cynically contrasted the Spanish drama with the Portuguese "haven of peace". The panic of a communist invasion and the loss of national independence, as well as the horror of the tragic consequences of a war such as the one experienced in Spanish territory, were some of the powerful emotional tools of the disinformation campaigns orchestrated by the Salazarist government to attract and mobilize public opinion. This rhetoric of fear, based on dozens of propaganda messages disseminated by the dictatorship's media loudspeakers, also sought to exacerbate nationalist sentiments in order to increase political consensus and identification with the government and the figure of Salazar, as protector and guarantor of the stability and well-being of the Portuguese.

Submission ID

1896

MPS Paper - Politics of Fear, the Internet and the Arab

Uprisings

Authors

Dr. Hanan Badr - University of Salzburg

Abstract

Long before the US- and Euro-centric realization that social media contribute to polarization instead of consensus and liberation, post-truth politics were reality in the MENA region. Based on three case studies, this paper qualitatively shows how authoritarian cores of public spheres in authoritarian contexts, legitimize themselves as centres of power to colonize the digital public spheres. They rely on the dissemination of fear during times to stabilize the public mobilization and discredit challengers and counter-issues. The empirical reconstruction of regimes' arguments show that they spread fear, and connects them to the political, social and cultural access points in Egypt to frame potential change as chaos and destabilization. The findings of three case studies show that securitization strategies were a central thread as on one level the Tahrir uprising was against the police, representing a repressive coercive state apparatus. In a conservative patriarchal society, the three cases showed how the need of security and stability is constructed through xenophobic, conservative and exclusive argumentation.

Submission ID

1897

1919: a crossroad year in Portuguese political challenges and how the press portrayed elements of change and continuity

Authors

Dr. Helena Lima - University of Porto

Abstract

1919 meant the end of the Great War and the República Nova (New Republic). However, the end of the previous cycle was not peaceful and events of great impact took place in Portugal. Still shaken by the murder of the President Sidónio Pais, the country saw the outbreak of the Northern Monarchy at the beginning of the year. In Spring, a new wave of Pneumonic Influenza emerged, which, although of lesser intensity, did not stop registering new mortality and insecurity. Despite the monarchic defeat, the republican hosts took a long time to find a more stable governmental model. The Armistice and the immediate post-war consequences also took a toll in the increasing poverty among the population. Thus, 1919 was a fertile year in crossroads and the Portuguese press covered the relevant facts, according to its own newsworthiness criteria, conditioned by the defining elements of journalism in that period. Censorship, social struggles and news capacity organization had relevance in the way news were produced. The methodological approach tackles the categorization of according to the journalistic logic of that period, their relevance or impact, highlighting the subjects in a journalistic hierarchy perspective. The most evident forms of this relevance, and which would be a trend that would come to be established in contemporary newsmaking, are visible in the headlines (maximum hierarchy value), the space and frequency dedicated to the agenda, but also the graphic options available to publications of that time, which gave the news additional elements of prominence, such as photographs and other images, that could accentuate the difference from other news. The aim of this study is to understand how these selections and ranking processes are visible in four examples of the press in 1919: *Ilustração Portuguesa*, *A Capital*, *A Imprensa* and *O Comércio do Porto*. The methodology goes through a first level of analysis, the hierarchy, in this case measured by the headlines and the volume of news, translating the news value of the topic or its devaluation (Roskos-Ewoldsen, Carpentier, 2002). A second level of analysis reports to a thematic categorization, with frequency being the indicator of news value. The selection of some events over others, frequency phenomena and priming induce in the public the idea that certain events are more relevant than others (Kiousis et al., 2006), with emphasis on certain news values that imply continuity and consonance, as is the case of coverage of war conflicts or major international crises, themes present in the 1919 press. On the other hand, the news also included greater thematic diversity, illustrations and new, more appealing topics (Campbell, 2001), which refers to a component of normality, distant from the fracturing elements experienced in this period.

Submission ID

1902

What's in a Name: The Role played by Online Caste Sabhas in Identity-construction and its Articulation amongst Upper Caste Bhumihars Today

Authors

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Abstract

In India, as the focus of coloniality shifted its locale from external to internal post Independence, the articulation of exclusion also changed forms and techniques in a capitalist world-system, thereby, bringing about minor and major schisms and changes in the configurations of the caste knowledge system and in community ideologies. The previous layer of direct colonisation of India by the British, was dismantled and replaced by the global market system in the hoarding of economic privileges by the people and in the ensuring of capital and resource control by stakeholders in the free market system.

Inclusion and exclusion are two sides of the same coin. So, in order to make a society inclusive, it becomes imperative upon us to study not just the excluded but also the excluding. The Bhumihars are an important sub-caste in Northern India and formed one of the most influential and exclusionary communities in the power politics of modern undivided Bihar and Eastern Uttar Pradesh. The power-seeking project of the biggest landholding community in Bihar, upon encountering newer meshes of socialism and capitalism, and in rummaging its way through the entanglements of caste and class, also adapted itself accordingly. Castes' lived histories are not dormant and static, or lying in a fixed past since caste keeps mutating itself several times through the course of history as a "contingent and variable response" to the plethora of changes (Bayly et al.). With the advent of modernity and with migration to urban spaces across the country, away from their agricultural lands, the inspirations of neo identity-formation and change for this community not just have implications for the wider society, but are themselves influenced by processual and post-processual changes in the understanding and conceptions of the society over what 'power' is. Castro-Gomez (in Dube & Dube, 2006) have suggested that although the structural terms of global power remain in place, the means and strategies of their legitimization undergo crucial changes. The undercurrents of institutionalization of exclusion through dominant caste identity-construction in the Indian caste system have much to do with these patterns of seeking legitimacy.

In the absence of feasibility of physical meetings and with the dissolution of common, local spaces with outmigration, Bhumihars have increasingly been taking to other ways of communicating and networking. In this postcolonial research, the researcher proposes to study contradictions and coherences within the Bhumihars' community narratives in the backdrop of springing up of online caste sabhas and samitis (caste associations,

community-specific social media groups and websites), between the late nineteenth and early twenty-first century. The power location of the community seeking such intellectual space and recognition through the production, reproduction of collective memories and the invention of, or innovation upon, 'histories' is something that has been looked into, especially in the context of the super-local and supra-local aspirations of the community, and vis-à-vis other castes.

The research uses the ethno-history methodology and attempts to establish a dialogue with both the Structural and the Narrative approaches. The study is based on twenty-eight in-depth interviews.

Submission ID

1950

The Construction of Tibetan Identity in the English-language Press of 19th Century China

Authors

Mr. Yongliang Liu - Tsinghua university

Mr. Yin Kudom Haolin - Shanghai Liaoyuan Bilingual School

Abstract

Since the 19th century, the Tibetan sovereignty debate has been one of the focal points of the world's discussions about China. Whether or not Tibet is an independent polity and its relationship with China have been the focus of media coverage of Tibet. The origins of the Tibetan question can be traced back to the 19th century. Along with the colonial expansion in the 19th century, Tibet became an area coveted by many countries. Britain and Russia, as well as South Asian countries such as Nepal and British India, waged wars of aggression against Tibet. Most previous media studies on Tibet have been confined to the period after the founding of PRC, and few scholars have explored Tibetan coverage in Chinese foreign-language media of the 19th century. This study examines the English-language press in nineteenth-century China to analyze how China positioned Tibetan identity, how China introduces Tibet to foreigners and how Tibetan sovereignty was vested at the time.

The database *ProQuest Historical Newspapers: Chinese Newspapers Collection* contains 22 English-language newspapers in China from 1832 to 1953. This study searches the database for the keyword "Tibet", limiting the period from 1832 to 1899, and obtains 80 results for the analysis of the full sample. In terms of research methodology, this study examines the construction of Tibetan identity on two separate levels: quantitative and qualitative. On the quantitative level, this study examines the report topics, reporting tendencies and other elements of the 80 Tibet-related stories through content analysis. The report topics reflect China's main concerns about Tibet, while the tendency to report

represents China's emotional attitude towards Tibet. After completing the content analysis, the report topics are used to summarize the main features of the Tibet in Chinese English media. At the qualitative level, this paper will conduct a discourse analysis and textual analysis of the reports, deconstruct the texts, and combine the results of the quantitative analysis, to study the characteristics of the reports. Based on the above research design, this study attempts to answer the following research questions:

RQ1: What characteristics do Chinese English-language media reports on Tibet present?

RQ2: How did the English-language Chinese media position Tibet's identity in the 19th century?

This study will be divided into three sections. The first section will review the literature of Tibetan sovereignty debate, introduce background information, theoretical concepts and the research framework. The second section will content-analyze the report topics, emotional expression and other elements of the articles in Chinese English media. The last section will discuss Tibetan characteristics and the construction of Tibetan identity in the English-language press of 19th century China.

Submission ID

2134

Collective memory of the Russian emperor Peter the Great in news media and social media

Authors

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Dr. Alexander Marchenko - St Petersburg state university

Abstract

9th of June, 2022 marks the 350th anniversary of the birth of Peter the Great, the first Russian Emperor and the founder of St. Petersburg, who turned Russia into a European power and westernized the traditionalist medieval socio-political system. The relevance of the study is determined by the fact that the collective memory of Peter is not a local type of collective memory, but the emblematic of the "Kulturkampf" that has been going on for three centuries between traditionalists and Westerners of Russia. The memory of Peter reveals different "interpretations of the history of the country as a whole" (Birkner, Donk 2020; O'Connor 2019) and also forms different models of its future, shows political polarization and populism in Russia, using disinformation, fake news and propaganda as tools.

Russian sociologists proposed the problem of changing national identity in the context of digital media consumption of Russian youth. Young people retain continuity and a common assessment of at least two historical phenomena: the Great Patriotic War of 1941–1945

(part of the World War II) and Peter, who turned the country Westwards and made a breakthrough in its modernization (Podlesnaya et al., 2021). The novelty of the study is determined by the fact that several other studies had examined the memory of the Great Patriotic War in Russia (Pavlov et al. 2020) and neighboring Russian-speaking countries (Osadchaya et al. 2020). But the collective memory of Peter has not been studied enough.

Our study compares elements of collective memory in news media and social media based on long-term empirical data from 2010–2021. The corpus contains, on one hand, about 800 references to Peter in five prominent Russian newspapers of different political positions. On the other hand, there were about 100,000 posts on VK (VKontakte), the Russian social network; Yandex.Zen and Mail.Pulse (Russian personal recommendation services). The body system Sketch Engine was used as a tool. Our hypothesis is that social media has become a valuable instrument in political conflicts for those “who are not in charge”, such as non-elites or social movements (Birkner, Donk 2020), especially for the right.

The results show that media associates an image of Peter with the current modernization of Russia, which began with the announcement of a global modernization project by presidential candidate Dmitry Medvedev in 2007 and was reinforced by import substitution in connection with the geopolitical crisis of 2014. The following concepts were found: Westernizer, creator of the great power, crazy ruler and unifier of elites with non-trivial, daring projects (see Kruglikova et al. 2021). In social networks, an image of Peter is less often associated with contemporary events, and more often with proven or unverified knowledge about the Petrine era. Among the latter, fakes take a significant part of the discussion. There are "filter bubbles" where the enthusiasm of fans of the historical theme is attracts such versions as the substitution of the emperor during the Great Embassy to Europe. It promotes right-wing radicals and nationalism.

Submission ID

2140

A study on the political ceremony in the report of “Martyrs Returning Home” in People's Daily

Authors

Ms. Zixuan Wu - Communication University of China

Abstract

As the first large-scale local war after the Second World War, the Korean War is not only related to the international situation but also related to the geopolitics of East Asia. It is an important event in the study of contemporary Chinese history. 2020 marks the 70th anniversary of the Chinese People's Volunteers going abroad to participate in the Korean War, and the president of the People's Republic of China Xi Jinping delivered an important

speech. The Korean War has long been the focus of academic circles. In historical studies, the Korean War involves many fields, such as diplomatic history, international relations history, political history, and so on. The existing research focuses on the three levels of government, society and individual. The hot issues such as post-war negotiation and prisoners of war have also become the theme of the research.

On the occasion of the 60th anniversary of the armistice of the Korean War, the then president of South Korea proposed to return the remains of the Chinese People's Volunteers during her visit to China. Since 2014, China and South Korea have handed over the remains and belongings of the Chinese People's Volunteers for eight years. This handover ceremony has always been the focus of China's mainstream media.

People's Daily is the organ newspaper of the Communist Party of China and the representative of China's mainstream media. *People's Daily* continued to pay attention to and report on the handover ceremony. When reviewing the literature, this paper traces back to Durkheim's research on ritual. Ritual has the function of emotional arousal and undertakes the functions of preserving, displaying, reshaping and explaining memory. Ritual is one of the important carriers of collective memory. The occurrence of the Korean War is related to the situation of the international community, and the handover ceremony is also related to the transformation of international relations. This ceremony is related to the production and operation of political power. The political ceremony concerned in this paper is presented through digital media in the report, which is an important means to engrave collective memory.

This paper adopts two research methods: content analysis and document analysis. All the reports of *People's Daily* on Sina Weibo platform from 2014 to 2021 were selected as samples to code the research objects. Combined with the existing research, the categories were constructed according to the symbolic elements, process, space and other elements of the ceremony, and the categories were constantly adjusted as needed. The reliability test was the reliability test among coders. After the preliminary content analysis, the ceremony elements in the report are deeply analyzed. This paper searches for historical materials and relevant works and articles through literature databases, books, news reports and other resources, in order to get a deeper interpretation in the process of investigating the historical background and political environment of the event.

Submission ID

2211

Echoes of "Bird's Nest Night": Memory Sharing and Interaction in Cyber Space — Computational communication analysis based on the video of the 2008 Beijing Olympic opening ceremony and its bullet screens on Bilibili

Authors

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Abstract

The collective memory of major historical events constitutes the cornerstone of social cohesion. With new media becoming an important channel for the preservation, dissemination, and interaction of collective memory, problems of fragmentation also arose. Compared to the grand narratives based on group identities, researchers have ignored the dynamics of the participants and their "private narratives" in the process of memory transmission and construction (Lei, 1997; Xie, 2020). However, the ember of individual memory is precise "where individuals are most closely connected to society" (Liu, 2010).

Bullet screens which show audiences' instant feelings and interpretations of video, have a "soft resistance" to mainstream culture and grand narratives (Yuan, 2020). They have provided a channel for individual dialogue in different times and spaces, and a good sample for studying the interaction between individual and collective memory. Studies grounded in ritual view (Zhang & Deng, 2018), interactive ritual chain (Xu & Li, 2020; Fei & Wang, 2021), carnival theory (Qi, 2019), imagined community (Zhang. et al., 2020), and weak ties (Sun & Zhao, 2018) have analyzed the distribution of themes (Liu, 2021; Wang. et al., 2019) or affective characteristics (Liu. Et al., 2021) of bullet screens, focusing on the process that sending and reading bullet screens deconstruct and interact with original texts, thus increasing individuals' identification with virtual communities transcending time intervals and identity compartments. Among them, a perspective from memory has been lacking.

Therefore, this study selected a representative and widely influential historical event for Chinese, the 2008 Olympic opening ceremony in Beijing, and explores the mechanism by which individual memory is mutually awakened and enriched with collective memory through bullet screens, to provide a new perspective for the preservation of collective memory of major events. The following questions have been proposed and answered: Which parts of the video can frequently evoke individual memories of the audience? What kind of individual memories are triggered by these segments? How do new major events affect individuals' recall behaviors of existing collective memories? How do individual memories activate each other through bullet screens and interact with collective memories?

The study took the video "2008 Beijing Olympic Opening Ceremony" posted on the bullet-screen video website Bilibili on August 8, 2020, and all 24,000 bullet screens as the sample. The texts have been divided into words using the jieba word splitting tool. The bullet screens' content was coded by their geographic location, time information, and individual experience narratives, by applying MatLab's neural network pattern recognition application (nprtool).

Preliminary analysis of the data revealed that through the connection of individual memories, the aftershocks of historical events occurring in different times and spaces superimposed on each other to prolong the influence; when reviewing the collective memory of major events, individual memories showed a shuttle trajectory from wandering to focusing to withdrawing, from the past to the present to the future. An in-depth analysis of the text has started to explore the relationship between audiences' repeated sending bullet screens and their memory generation mechanisms.

Submission ID

2405

From a single input method to a diversified "comprehensive input platform": media archaeology of Chinese pinyin input method

Authors

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Abstract

Chinese input method refers to a coding method used to input Chinese characters into computers or other media. Long before the advent of electronic computers, Chinese typewriters have been popular for a long time, such as the "Mingkuai" typewriter invented by Lin Yutang, which can be regarded as one of the prototypes of the early Chinese Shape-based input method. Therefore, the input method in the personal computer should be understood as such - as the "virtualization" medium of the physical typewriter. The promulgation and implementation of the Chinese Pinyin program in 1958 laid one of the technical routes for the development of Chinese input methods in personal electronic computers decades later: phonetic-based input; and as one of personal electronic computer accessories, the English keyboard provides the interface basis for Chinese input.

Since the personal computer was introduced into China in the 1980s and gradually spread, China has gradually developed a brand-new computer culture. Chinese interface language and Chinese input have become one of the basic needs of Chinese people to use personal computers. In order to meet this demand, the General Administration of Standards of China released the GB/T 2312-1980 character set as the basic standard for the

development of Chinese input methods in 1980. In 1982, the International Organization for Standardization issued the ISO7098 document, and Hanyu Pinyin became one of the international standards for Chinese input.

From the mid-to-late 1990s to the early 21st century, when the Internet had not yet entered Chinese families on a large scale, there were still a large number of users of the shape code input method represented by the Wubi input method. At that time, the mainstream Chinese pinyin(E.g. Microsoft Pinyin IME) input method's function is simple, mainly based on Quanpin and Shuangpin. Quanpin needs to input all English letters corresponding to Chinese characters; Shuangpin needs to input the initials of the corresponding Chinese characters and the initials of the final set. Compared with the Wubi input method, Due to the technical limitations at the time, the Hanyu Pinyin input method has a high repetition rate and low input speed, resulting in low input efficiency. During this period, different cultural groups were formed among the users of the two different types of Chinese input methods, and they participated in various social life such as school education.

Since the beginning of the 21st century, with the development of media technology and the popularization of the Internet, the advantage of the Hanyu Pinyin input methods-- easy to get started-- have magnified, and a large number of new Hanyu Pinyin input methods have appeared. On the one hand, the Hanyu Pinyin input method has "repaired" its shortcomings by taking advantage of the cloud thesaurus expanded by the Internet (E.g. Sogou Pinyin IME). The threshold for using the Hanyu Pinyin input method is not high because Hanyu Pinyin have learned during the primary school period of time, and that made them have become potential users of the Hanyu Pinyin input method. As a result, the Hanyu Pinyin input method has become the mainstream of Chinese input today. A large number of users have brought different input requirements, so the Hanyu Pinyin input method is gradually moving towards functional integration, that is, pinyin input is mainly used, and functions such as emoticon input, Wubi input, stroke input, handwriting input, voice input, and screenshots are integrated. , forming a comprehensive input platform. So far, the Hanyu Pinyin input method has become an indispensable "media infrastructure" in China's cultural life, become an "comprehensive input platform".

This paper will follow the media archaeology path and the methodology of the historical perspective of the predecessor scholars such as Friedrich Kittler, Jussi Parikka, Claus Pias and so on, and focus on the evolution of the Chinese Pinyin input method from a single input method to a diversified "comprehensive input platform". With the help of methods such as new historicism and materialism, this research will go deep into the specific historical context from the source, social and cultural organization, technological innovation, etc. To provide a new perspective for understanding media development in China.

Submission ID

2421

Digital archives and libraries of historical periodicals: a conceptual approach

Authors

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Abstract

Building the history of communication and analysing information phenomena require access to historical newspapers and magazines.

In recent years, several platforms have been developed to enable access to historical periodicals with, to a greater or lesser extent, diversity in the modalities of access and consultation and with variable possibilities of exploring and searching in indexes, full texts and images.

These platforms have emerged either due to national policies of access to information or funded research projects with a particular application of technology. They have also emerged due to smaller projects developed by Libraries and Archives that have extensive volumes in their custody, often in a precarious state of conservation. This concern has been the leitmotiv for digitising historical newspapers in many countries.

The existing research on digital archives and libraries has been somewhat distant from the reality of end-users of these resources. For example, there are few studies on the users' needs, the impact of technology on access to historical journals, and the establishment of the typology of platforms developed in this context.

It is precisely this last aspect that will be addressed in this paper, namely, the conceptual framework regarding digital archives and libraries, as well as the clarification of the designation of historical periodicals. The aim is to explore the various approaches to the concept of "digital archive" and the concept of "digital library" and consider the similarities and differences and their impact on the final products, i.e., the platforms available to users. In addition, the need to clarify the concept of "historical periodicals" will be addressed to establish a defined time frame without imposing a single criterion of periodisation to be implemented in the development of platforms.

This work is based on a study sustained by a literature review concerning conceptual aspects, complemented with examples from historical newspapers and magazines platforms.

Submission ID

2465

Radio Talk and Post-colonial Ghanaian women's activism

Authors

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Abstract

This paper examines the historical significance of “talk” a radio programme genre, in the social lives of post -colonial Ghanaian women. The genre dominated broadcast content in the early radio years, reflecting the authoritative, paternalistic nature of colonial radio broadcast programming at the time. Records show that the early talks were presented by male experts including medical doctors and traditional rulers engaged at various times to broadcast “talks” to advance the education, enlightenment and propaganda objectives of the administration. The genre was subsequently used for women’s radio programmes introduced in the late 1940s to reach out to “housewives and “homemakers.” After independence however, the genre became a regular segment of the new expanded 30 minutes women’s programme package of music and chit chat. I show that post-colonial educated Ghanaian women appropriated the talk segment to claim a public voice in national discourses particularly on issues affecting women’s status and conditions. Writing and presenting radio talks were essential aspects of these educated women’s activism and advocacy initiatives. The paper draws from archival documents including transcripts of some of the talks broadcast on Radio Ghana, published in the *Ghana Radio Review and Television Times* (GRRTVT) between 1960 and 1970. Content analysis of the transcripts show that the talks were strategically directed at contesting Victorian ideals of domesticity and women’s separate sphere, at negotiating equitable gender relations within the predominantly patriarchal society and at modernising Ghanaian women in the newly independent state. The paper provides a brief account of radio history as a gender tool that sought to promote Victorian ideals of domesticity and the separate sphere of women. By using published printed transcripts, the paper draws attention to the value of such documents as alternative primary sources for enriching radio historiography and addressing the paucity of archived recorded sound material. The limitation of using printed materials rather than the aural records is acknowledged. In the context of Ghana, and indeed other African countries where archival sound sources are largely unavailable, the written source is of value. Radio is the least studied media within the scholarship partly because of its transient nature and also partly due the paucity of archived recorded audio material, as in the case of Ghana. Previous accounts of women’s history have drawn from a large body of historiography, particularly archived written materials. These published transcripts from radio programmes I argue, provide fresh insightful information on the public and social lives of Ghanaian women’s activism as critical agents and targets of change. The paper contributes to the field of broadcasting historiography in Africa particularly the neglected part of women’s media histories.

Key words:

Radio Talks, Post-colonial Ghanaian women, activism, Victorian domesticity, modernization, gender relations,, national integration

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History on the edge of espionage: creating the collective memory through sound and espionage in popular culture

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Abstract

The reinterpretation of the historical record happens on an ongoing basis with the help of historians and the discovery of new data, archives, oral history and other methodological innovations. History in the popular mind is often revisited and revised with the help of popular culture. The reimagining of history for popular entertainment connects the past to the public but often in unexpected ways. The themes and events that appear in these works are often centred on collective memory so that the programming will ring true to its audience. The more obvious indicators of the past are the clothing, cars, buildings and the setting of the physical space that tell the viewer that they have been transported in time. Less apparent but still a measure of the times, technology such as record players, telephones, radios, television sets, and older computers are also easy visual cues about the past.

This work will examine the thematic treatment of the past using, sound, music, and thematic treatment of espionage and international violations. The use of sound, particularly music and well-know political themes of settings will allow for the examination of their evocative nature in reinforcing a sense of the past and creating collective memory beyond the more obvious visual cues (Halbwachs, Davis & Starn, Zelizer). Although music licensing and financial considerations may play a large role in the repetitive nature of the work, stereotypical and condensed versions of the popular past survive in their repeated incarnations as television, film, and streamed content.

To examine the rise of espionage and the recreation of history on recent television and streamed content this work will focus primarily on two examples. First the Canadian Broadcasting Corporation's *Fortunate Son* (CBC 2020-) chronicles the life of a family that moved north out of the United States to Canada during the Vietnam War. The connections

to espionage emerge with the deep political connections made slowly evident to both the parents in the family. They are put at risk when Ruby (wife and mother) assists a young American to cross the border not to evade the draft but to escape the United States after serving in Vietnam. Antiwar activism and draft dodgers quickly become prominent themes that echo previous interpretations of the period, particularly emphasizing the undercurrent of presumed espionage in Canada. Similarly, the second example, *Glória* (Netflix 2021) recounts a cold war narrative of a spy in Portugal. Largely set at a radio station the communications and codes that are secretly broadcast reinforce the sense that spies were ubiquitous, extending the Soviet-American conflicts well beyond their own boundaries.

This work will rely on a multi-modal analysis of sound, setting, and text to get a strong sense of the historical interpretation and the 'structure of feeling'. While both programs have a lot in common with some of the popular American twentieth century period pieces such as *Mad Men* (AMC 2007-2015), *Halt and Catch Fire* (AMC 2014-) *Vinyl* (2016), and *American Dreams* (NBC) 2002-2005, it is in their thematic difference that provides a sense of history standing outside of the American media lens.

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Dot and dash. Notes on wireless telegraphy in Colombia (1920-1932)

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Abstract

"The telegraph has risen to the Colombian Andes..." With these words begins the first telegraphic message in the history of Colombia in 1865. The communication covered twenty kilometers between Mosquera, a small town, and Bogotá, the capital of the country. Electromagnetic transmission was established between the American engineer William Lee Stiles, Morse's disciple, and President Manuel Murillo Toro. In 1892, telegraphers who lead the process enthusiastically recorded that its development had been "successive and rapid". The network had 10,000 kilometers and 280 offices in a territory of 2,900,000 inhabitants in 1870. The implementation of the telegraph at the end of the 19th century posed challenges: the layout of the system in a geographically difficult territory; the installation of poles and wires so that the network would not be damaged (people thought that the telegraph was evil and attacked it); financing; the training of telegraphists and technicians; the use of the telegraph, which in the popular imagination was perhaps a

useless means, while for others it was conceived as a symbol of progress and civilization.

The transition to the twentieth century was in the midst of civil conflicts. The Thousand Days War (1899-1902) affected the operation of part of the telegraph system, which had to be rebuilt in the following years. From 1920 onwards, in the transition to wireless telegraphy, there were signs of renewal in tune with the signs of the economic, social and political modernization process of the country. By 1931 the telegraph network had 37,130 kilometers and 880 offices. The best moment reached in terms of traffic was before 1928 when five million private messages were registered nationwide.

This article accepts the leading role of telecommunications in local and global history and, consequently, proposes to describe the relationships between history, engineering and communication based on an interdisciplinary dialogue and in the logic of the current of connected histories. The text delves into the period from 1920 to 1932, a period little studied in the historiography of the telegraph locally and in Latin America. Some of the topics of the present work are: the creation of the Ministry of Posts and Telegraphs (1923); the work of the Belgian Mission (a group of experts who stayed in the country for six years); legal regulations on the road to nationalization; technological and market hesitations with players such as Marconi Wireless Telegraph, All America Cables, Siemens Halske; convergence and disputes with telephony and radio; the ups and downs of State funding; tensions over alternatives for the training of engineers and technicians; attempts at censorship; new uses and users.

In theoretical terms, the article draws on the dialogue between science, technology, society and culture (Carey, J., 2009; Castro-Gómez, S., 2019; Bernard, C., 2018; Herazo, E., 2017; Müller-Pohl, S., and Hampf, M. M., 2014; Müller, S. M. and Heidi J. S., 2016; Pohl-Valero, S., 2012; Pursell, C. W., 2010; Wenzlhuemer, R., 2012) in order to recognize how, in practices and imaginaries, telegraphy involves diverse and definitive actors: scientists or innovators, entrepreneurs, politicians, engineers, technicians, journalists and users. This article is part of a larger research project that we are carrying out and other results will be published in the future.

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